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THE NATIONAL NEWSPAPER OF MARKETING

$6,000,000 Bargain . . .

1960's Political Package Fails to Excite Sponsors

NBC, ABC Offer Bonuses for Multi-Million Deal Like Westinghouse-CBS

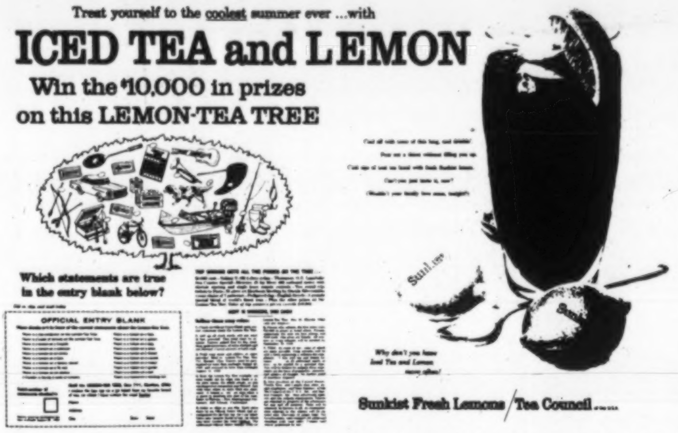
By Maurine Christopher

NEW YORK, April 15—Despite faint hopes that tv-radio sponsors are becoming more mindful of the need for advertising support for news and public affairs programming, the biggest news package of the year—the Presidential nominating conventions and the elections—are going begging at two of the major networks.

Both American Broadcasting Co. and National Broadcasting Co. have been giving these packages the priority sales treatment for months, but as of press time there still were no takers in sight. The NBC salesman who gets this expensive special event combination off the network's hands will be rewarded with a $50,000 bonus. ABC also has an incentive plan to spur its sales force, but the network will say only that it's not in the $50,000 class.

■ Columbia Broadcasting System, of course, has no such worries. Last fall Westinghouse Electric Corp. signed for a third consecutive term as sponsor of the radio-tv coverage of both the conventions and election night returns on CBS. In between, the company will back

(Continued on Page 177)



Treat yourself to the coolest summer ever ...with
ICED TEA and LEMON
Win the $10,000 in prizes
on this LEMON-TEA TREE
Which statements are true in the entry blank below?
OFFICIAL ENTRY BLANK
Sunkist
Sunkist Fresh Lemons / Tea Council.....

TAKE TEA AND LEMON—*Sponsored jointly by Sunkist Growers and the Tea Council of the U.S.A., this four-color spread will run in the June 27 Life, as part of a $250,000 June-July iced tea and lemon advertising and merchandising campaign.*

New Market Data

A record 1,800 pieces of market data are listed and described in this 13th annual Market Data Issue of ADVERTISING AGE. *A special section beginning on Page 57 reviews the U.S. market and lists the data which are available from media, trade associations and other sources. Scattered throughout the section are handy coupons. Use them to request data you would like to receive.*

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Summer Again Is Re-run Time for TV Networks

Many People Missed Shows First Time, Says NBC's Levy

NEW YORK, April 14—Network television advertisers again this summer will be holding down their berths for the most part with repeat performances, a category of warm weather fare which Nielsen recently dubbed second best (AA, March 21).

Sponsors just don't seem to be willing to pay the high production costs to bring originals of their wintertime shows, which Nielsen rates highest, to reach an audience which has dropped off by one third. Neither are the backers of musical and variety programs interested in continuing their formats with new faces, as they usually have done in the past with such shows as Perry Como's and

(Continued on Page 186)

Ad Field Needs Better Public Criticism: Young

Its Importance Merits Reviewing by Expert, Veteran Adman Writes

NEW YORK, April 15—Advertising elder statesman James Webb Young—in contrast to many other admen who have called for a closing of the ranks—has called for more public criticism of advertising.

In fact Mr. Young, writing in the April 23 issue of the *Saturday Review*, urges the creation of an advertising "career critic," who would function like any other reviewer.

"What I am looking for is a publisher or editor with the insight and courage to enter this new field of criticism—and for the competent critic to aid him. Such a publisher or editor will have to take some risks with his advertisers, yes.

"But he will, I believe, make a major contribution to the better and wiser use of advertising in our day; he will find himself attracting a surprising volume of mail from his readers and, in the longer haul, profiting from the sharp attention given his publication by advertisers and advertising men."

■ The occasion for Mr. Young's article, "Wanted: Responsible Advertising Critics," was the publi-

(Continued on Page 181)

CBS Tells Harris It Backs Proposed Broadcast Laws

WASHINGTON, April 14—Rep. Oren Harris (D., Ark.) nodded with approval today as CBS pledged its support for many sections of the new broadcasting industry legislation which he hopes to put through Congress this year.

CBS vp Thomas K. Fisher told the congressman his network supports legislation dealing with rigged programs, payola, "pay-offs" and "swapoffs" involving competing license applicants, and new penalties against erring broadcasters.

While he opposed a proposal to require a local hearing on all broadcast applications as burdensome and unnecessary, Mr. Fisher said CBS has no objection to hearings in local communities when hearings are necessary.

■ CBS had suggestions for revising almost all parts of the Harris bill, H.R. 11341. The congressmen welcomed the offer of the network to submit its suggestions in legal form.

A major portion of the CBS testimony dealt with problems created

(Continued on Page 186)

Whitman Becomes President, Mithun Chairman of C-M

Best Succeeds Whitman; 'We Need More Thinking Time at the Top': Mithun

MINNEAPOLIS, April 14—Albert R. Whitman today was elected president of Campbell-Mithun, which ranked 22nd in the nation last year with billings of more than $43,000,000 (AA, Feb. 29).

Ray Mithun

Albert Whitman

He succeeds Ray Mithun, who was advanced to chairman of the board, a post vacant since the death in 1949 of Ralph Campbell, co-founder of the agency in 1933.

Norman Best, general manager since 1958, was named exec vp in the Minneapolis headquarters office, succeeding Mr. Whitman. Lee Terrill continues as exec vp in charge of the Chicago office.

Norman Best

■ Al Whitman, new president of Campbell-Mithun, is known as a

(Continued on Page 180)

Foreign Cars Reach 10% Share of U.S. Market; Advertising Runs $21,600,000

U.S. Makers, Pushing Compacts, Cut Promotion of Own Foreign Makes

NEW YORK, April 14—Although they now account for about 10% of new-car registrations, foreign automobiles still do not measure up as substantial advertisers in the U. S. market.

In a readership study issued last week, W. Bradford Briggs, publisher of *Sports Cars Illustrated*, noted that the small car market has expanded tremendously "with only a handful of advertising dollars."

He added: "This is one of those rare cases where national advertising cannot take the credit for creating a market of this dimension."

It is true that the foreign makes are today carrying more advertising than formerly. But the load is being borne by a few companies, and most budgets remain small.

■ ADVERTISING AGE found that 28 advertising agencies with business in this area currently have combined billings of $21,600,000 in foreign cars. This falls considerably short of any of the promotional budgets maintained by the big three Detroit companies.

Chrysler Corp., which in 1959 sold a little more than the entire foreign car field, has an ad budget at least three times greater than the expenditures of all importers put together.

Five foreign makes—Volkswagen, Renault, Simca, Hillman and Triumph—probably account for half of the total expenditure by importers.

One make—Renault's Dauphine—accounts for more than 20% of the total.

■ Renault is again spending at a $5,000,000 clip this year. Volkswagen, which a few years ago was spending nothing and doing well all the same, now has a budget in excess of $1,500,000. Rootes Motors, maker of Hillman, Humber and Sunbeam, also has increased its budget and will spend about $1,500,000 this year. Standard-Triumph will bring in its much heralded Herald family car this spring and will have a total budget approaching the $1,500,000 mark.

(Continued on Page 178)

Last Minute News Flashes

Columbia Phonographs Shifts to Donahue & Coe

NEW YORK, April 15—Donahue & Coe has been named to handle Columbia Phonographs, a department of CBS Electronics, a division of Columbia Broadcasting System. The $500,000 account previously was handled by McCann-Erickson. The budget for 1961 is expected to be expanded to include consumer and business magazines and a variety of dealer and distributor materials and promotion programs.

Hagopian Moves from Plymouth to N. W. Ayer

DETROIT, April 15—Louis T. Hagopian, who has been director of advertising and sales promotion for Plymouth since 1956, will join N. W. Ayer & Son, April 18, as an account supervisor on the Plymouth-De Soto-Valiant account. Before his tenure at Plymouth, Mr. Hagopian had been with Dodge and with Pontiac division of General Motors.

Pauley Succeeds DeGray in Switch at ABC Radio

NEW YORK, April 15—Robert R. Pauley has been named vp in charge of the ABC Radio network, replacing Edward J. DeGray, who resigned. The 36-year-old Mr. Pauley, with ABC since October, 1957, will move up from the post of eastern sales manager. Mr. DeGray could not be reached for comment on his resignation, which came so suddenly that the network's affiliates advisory board had not been informed of the management change as ADVERTISING AGE went to press. There were reports that Mr. DeGray left rather than go along with further cutbacks in network service, but Leonard Goldenson, head of ABC's parent company, said, "ABC is in network radio to stay."

(Additional News Flashes on Page 177)

Bob Irons Succeeds Wes Nunn as A.M. of Standard (Ind.)

CHICAGO, April 14—Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana for more than 23 years, will step down from that post April 23 and retire to his ranch near Heavener, Okla.

His successor will be Robert B. Irons, who joined the company 24 years ago and has been assistant advertising manager since 1957.

Wes Nunn

Robert Irons

Karl Mueller, district manager at Saginaw, Mich., since 1957, and with Standard for 20 years, will be promoted to the post of assistant advertising manager.

Mr. Nunn, 65, joined Standard as ad manager in 1936 after six years as advertising manager of Continental Oil Co., Ponca City, Okla. He is a former director of the Advertising Council, a past chairman of the board of both the Assn. of National Advertisers and the Advertising Federation of America, a former secretary and director of the Audit Bureau of Circulations and a past president of the Chicago Federated Advertising Club. #

Humble Marketing Team Takes Shape

(For more news of Standard of N. J. and the other Standard Oil companies see Page 184)

HOUSTON, April 15—Standard Oil Co. (New Jersey) is slowly building a top management team for its new principal operating affiliate, Humble Oil & Refining Co. of Delaware, headquartered here.

The company this week announced the appointment of William W. Bryan as vp of marketing for Humble. Mr. Bryan, former vp of Jersey Standard's Carter division in Tulsa, will be operating chief of Humble's marketing setup under J. Woodson Ramsey, vp and marketing member of Humble's board of directors.

In addition to Mr. Ramsey, Jersey Standard last September appointed top-level officers of the Delaware affiliate. They included Morgan J. Davis, former president of Humble Oil & Refining of Texas, as president. Other board members appointed were John W. Brice, who has been president of Carter; C. E. Reistle Jr., former exec vp of Humble of Texas, and William Naden, president of Esso Standard. These three were also appointed exec vps of Humble of Delaware.

■ Other board appointments were H. W. Ferguson, vp of Humble Texas; E. Duer Reeves, exec vp of Esso Standard, and H. W. Haight, chairman of Carter.

Still to be appointed at Humble of Delaware is a top advertising team. Robert Gray, manager of Esso Standard's advertising and sales promotion, is currently coordinating Humble's combined ad efforts, the company said. #

Oxi-Kor to Campbell-Mithun

Oxi-Kor Corp., Gary, Ind., manufacturer of fuel oil additive, safety solvents and degreasers, has appointed Campbell-Mithun, Chicago, to handle its advertising. Kreicker & Meloan was the former agency.

Florist Telegraph Seeks Quantitative Data in Media Test

Advertiser Tests Single Medium in 12 Markets, Aiming for Ideal Mix

DETROIT, April 12—Florists Telegraph Delivery Assn.—a group with no direct competition—has undertaken an extensive media test designed to find out which medium, or what media mix, will deliver the most for FTD's ad dollars.

FTD and its agency, Keyes, Madden & Jones, Chicago, have established four test groups of three markets each, with each group receiving FTD ads via a single medium. The cities selected, and the media used:

Radio—Bakersfield, Cal.; Grand Rapids, Mich., and Charleston, N. C.

Outdoor—Columbus, Ga.; Tacoma, and Des Moines.

Television—Spokane; Madison, Wis., and Wheeling-Steubenville.

Newspapers—Fresno, Wichita, and Charleston, W. Va.

■ Jaye Niefeld, research director at Keyes, Madden & Jones, said the groups were designed to be ap-

(Continued on Page 185)

'Los Angeles Times' Names Otis Chandler Publisher

Otis Chandler has been appointed publisher of the *Los Angeles Times*, succeeding his father, Norman Chandler, who has held the position since 1941.

Otis Chandler

Otis Chandler is the fourth, all in direct family descent, to hold the title in the 79-year history of the newspaper. Norman Chandler will retain his position as president of the Times-Mirror Co. and allied enterprises.

John Morrissey Moves Offices

John B. Morrissey Co., Chicago agency, has moved to new quarters at 520 N. Michigan Ave.

NEW FROM WESTINGHOUSE
1,117 Westinghouse floodlights make the Giants' Candlestick Park the brightest night spot in San Francisco
Westinghouse

ODD VIEW—*This photo of the San Francisco Giants' new ball park from the air at night is the first in a Westinghouse Electric corporate ad series. It will appear in the April 20 Wall Street Journal as a half page and the April 25 Time as a spread. Ketchum, MacLeod & Grove is the agency.*

Advertiser Needn't Pay for Ad Idea; Author Didn't Say He Expected Pay, Judge Rules

BALTIMORE, April 12—Because he merely suggested an advertising idea instead of offering it for sale or first establishing legal rights to it, a complainant lost his $500,000 suit against the old Gunther Brewing Co. in superior court here.

James Noahson, in a 1958 letter to a Gunther-sponsored sportscaster, suggested that he use "Gun Run," "Gunther Run" or some other form of scrambling the trademark, Gunther. Six months later, the brewery commenced a series of advertisements based on the idea, and Mr. Noahson brought his $500,000 suit against Gunther, contending that they failed to compensate him for using his idea.

In dismissing the suit, Judge Dulany Foster ruled that although Mr. Noahson is alleged to have disclosed an original concrete useful idea to Gunther, he did so without first advising that he expected compensation for its usage.

■ "The courts should not lend their office to support such practice," Judge Foster stated. "This is particularly true when there exist means by which ideas may be protected or the author thereof may be protected at the time they are communicated to others."

"There is too much traffic in the communication of ideas or mere suggestions not to place some limitations on the claim of originators. Business companies are entitled to know at the outset, when an idea or suggestion is presented, whether or not they are to be charged for appropriating it if they are at some future time to employ it. This theater of human activity is far too vast not to require some restriction."

Theo. Hamm Brewing Co. purchased Gunther last December (AA, Dec. 21). #

Eclipse Lawn Mower to Shoaf

Eclipse Lawn Mower Co., Prophetstown, Ill., has switched the advertising for its chain saw products from Kenneth B. Butler & Associates, Mendota, Ill., to Shoaf Advertising Agency, Dixon, Ill., effective May 1. The account bills about $25,000. Biddle Co., Bloomington, Ill., continues to handle the rest of Eclipse Lawn Mower, a division of Buffalo-Eclipse Corp., Buffalo.

Givaudan Names Stein

Givaudan Corp., New York, has named Leonard Stein Advertising, New York, as the agency for its subsidiaries, Givaudan-Delawanna, Sindar Corp. and Givaudan Flavors. The subsidiaries, which together spend about $50,000 in business publications, had been serviced by Hazard Advertising, New York, for 29 years.

Highlights of This Week's Issue

Standard Oil Co. (New Jersey), now operating through its new subsidiary, Humble Oil & Refining Co. (Delaware), is rapidly moving ahead on an advertising and marketing timetable calculated to burst geographic bonds that have previously hampered the company as a national advertiser. In this issue, on Pages 184 and 185, ADVERTISING AGE *presents Humble's new marketing setup, its aims, and some of the problems it will have to face.*

Newspaper coupon campaign and television programs help Vita Cee quadruple its sales since March 1 and overcome merchants' resistance to its half-gallon size .... Page 6

Sunbeam Corp. adopts new cooperative advertising plan for its appliances division .... Page 8

The nation's business press sold 3.7% more advertising pages last month than it did in March, 1959, according to 347 representative business publications reporting their monthly ad volume to Industrial Marketing .... Page 24

Thailand companies, which formerly handled their own advertising, are turning to agencies as competition increases .... Page 31

Philip Morris Inc. says it will soon launch some "exciting new advertising" for Philip Morris cigarets, whose sales appear to be stabilizing .... Page 38

Agency personnel, according to the latest time buyer opinion panel survey by NBC Spot Sales, say that a station with a strong public service image offers "greater sales effectiveness" to advertisers .... Page 40

B. H. Stauffer, president of Stauffer Laboratories, replying to a Federal Trade Commission complaint challenging advertising claims of Stauffer, says the FTC has "confused the Posture Rest unit feature in our reducing plan as a vibrator or massage device" .... Page 42

Portland newspaper strike is seen as Armageddon for dailies as it becomes a showdown test of the union's power .... Page 46

L. W. Frohlich, head of the New York agency bearing his name, defends the role of medical advertising by calling communication between the physician and the pharmaceutical industry an "irreplaceable bridge" .... Page 48

KPHO, Phoenix, capitalizes on the Federal Communications Commission's recent order requiring broadcasters to make on-the-air acknowledgment to the donors of records .... Page 52

William G. Maass, vp of Conover-Mast Publications, says "you can't segregate" the editorial and advertising departments of a business publication "without weakening the over-all value of the publication" .... Page 53

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BBDO, Canada, Seeks Chrysler Canada Account

WINDSOR, ONT., April 14—Batten, Barton, Durstine & Osborn, Toronto, made a presentation to officials of Chrysler Corp. of Canada yesterday, hoping to add the Canadian counterpart of the business BBDO recently acquired in the U.S.

Advertising for Canadian Chrysler is presently split between Grant Advertising (Dodge and De Soto car and Dodge truck) and Ross Roy Inc. (Chrysler and Plymouth car and Fargo truck).

After making its presentation, BBDO was told that a decision would be delayed. The Canadian Chrysler company said it has had presentations for the same account from other agencies recently, but did not name them.

■ Last month Chrysler Corp. in the U.S. transferred its Dodge car and truck advertising from Grant and Ross Roy to BBDO, while shifting De Soto and Valiant advertising from BBDO to N. W. Ayer & Son (AA, March 21).

BBDO has been expanding its Toronto operation, but at the time of the U.S. Chrysler agency shuffle the Canadian company said it was not planning any change of agencies.

Canadian Chrysler did its own shuffling last summer, splitting its lines, formerly handled by Ross Roy, between Ross Roy and Grant (AA, June 29, '59). #

2 Chrysler Account Heads Leave Grant to Join N. W. Ayer

DETROIT, April 14—The account supervisors on Grant Advertising's two remaining portions of Chrysler Corp. business will leave the agency later this month.

Robert B. Conroy, who supervises Grant's Canadian Chrysler business (Dodge car and truck and De Soto car), and Homer A. (Ben) Eastman, supervisor on Chrysler Airtemp, will join N. W. Ayer & Son's Detroit office.

Last month (AA, March 21) Grant lost Chrysler's Dodge car account to Batten, Barton, Durstine & Osborn. In addition to Chrysler of Canada and Airtemp, Grant also does some international advertising for Chrysler Corp.

■ Both men were named to their posts last year. Mr. Conroy was named to handle the Canadian business shortly after Grant got the account (AA, July 20, July 27, '59). Before that he headed the Plymouth tv account. Mr. Eastman joined Grant in August, coming from Sidney Clayton & Associates, Chicago (AA, Aug. 24, '59).

Grant has trimmed its Detroit office since its loss of the Dodge account (estimated to be billing between $14,000,000 and $17,000,000), with about 20 persons dropped at the end of the last pay period. The local staff now numbers about 65. #

Ohio Valley Admen Plan Clinic

The Ohio Valley Advertising Club will hold its first annual advertising clinic on May 5 in the McLure Hotel, Wheeling, W. Va. The all-day workshop sessions will be devoted to all aspects of advertising as it applies to retailers, industry and service agencies. Charles Dronsfield, national advertising manager of the *Wheeling News Register*, is general chairman of the clinic.

Florida Citrus Sets $700,000 Summer Drive

Commission To Hear Presentations for Account in June

LAKELAND, FLA., April 14—The Florida Citrus Commission Wednesday approved a $700,000 summer advertising campaign for processed citrus products, with most of the effort being placed behind orange juice as "nature's great refresher." Benton & Bowles is the agency.

No soft drinks are mentioned by name, but there is no question about the target of the strong copy which will be carried in color ads to be used in magazines, newspapers and supplements.

Under a headline, "Cool off. Perk up," the copy says in part: "Other 'drinks' may take the edge off your thirst, but pure delicious orange juice really perks you up as it cools you off. . . No synthetic substitute can give you the natural vitamin C and other health benefits, or the full taste satisfaction of real orange juice. Get the real thing."

■ The summer program, part of the over-all $4,000,000 annual consumer ad schedule, covers the period from July 1 to Oct. 31, when little fresh Florida citrus is on the market.

As described by Harry Warren,

(Continued on Page 179)

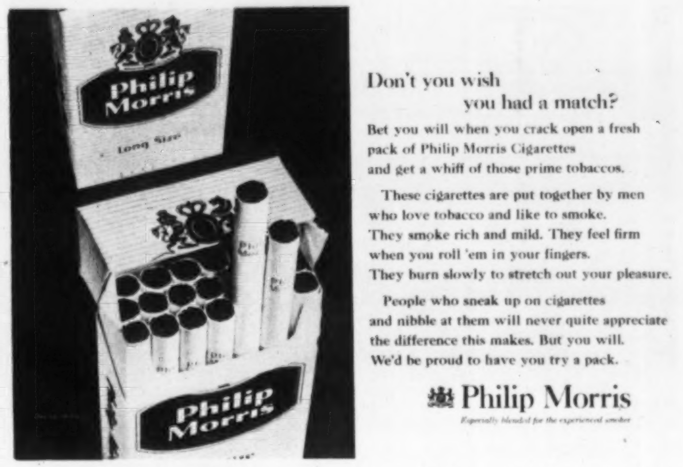
Stiefel Moves to Hoyt from Hartman; Accounts May Shift

NEW YORK, April 14—Herbert J. Stiefel, who joined L. H. Hartman Co. two years ago this month from Blaine-Thompson Co.—and was followed by seven or more food accounts—has switched to Charles W. Hoyt Co. It is expected that the Hoyt agency may soon announce a number of new food accounts.

The business Mr. Stiefel moved from Blaine-Thompson to Hartman included Merkel Inc. (pork packer); Vita Food Products; P. J. Ritter Co. (relish); Wagner Baking Corp., and Claridge Food Co. (meat packer).

When Mr. Stiefel went to Hartman in 1958, he was accompanied by Barbara Jones and Alfred E. Byra. Mr. Byra since has switched to Hicks & Greist. But Miss Jones and Lewis Lanyi, both account execs at Hartman, have gone to Hoyt with Mr. Stiefel, who now becomes a Hoyt vp and account supervisor. At Hartman he was exec vp. #

PAUL P. JONES *has been appointed director of corporate advertising of the New York Herald Tribune, a new post. He was formerly with Screen Gems and was onetime ad manager of Coronet.*



Don't you wish
you had a match?

Bet you will when you crack open a fresh
pack of Philip Morris Cigarettes
and get a whiff of those prime tobaccos.

These cigarettes are put together by men
who love tobacco and like to smoke.
They smoke rich and mild. They feel firm
when you roll 'em in your fingers.
They burn slowly to stretch out your pleasure.

People who sneak up on cigarettes
and nibble at them will never quite appreciate
the difference this makes. But you will.
We'd be proud to have you try a pack.

Philip Morris

Especially blended for the experienced smoker

NEW CAMPAIGN—*Philip Morris Inc. is launching a four-color magazine campaign this month for its Philip Morris brand, featuring closeup photos of an open package (see story on Page 38). Ads will appear in Esquire, Life and Look. Leo Burnett Co. is handling the campaign.*

Buchen Named for $250,000 Armour Chemical Account

CHICAGO, April 12—Buchen Co. landed its first piece of Armour business today, when it was appointed agency for Armour Industrial Chemical Co. Billings will begin Aug. 1.

Buchen won the nod over Marsteller, Rickard, Gebhardt & Reed for the $250,000 account. ADVERTISING AGE reported exclusively last week that Armour was considering the two agencies after moving the business out of Foote, Cone & Belding (AA, April 11).

Armour had been looking for an agency strong in industrial experience for some time to handle its industrial chemicals unit—a move that had been urged by Foote, Cone, almost all of whose accounts are in the consumer field, and which is agency for a large portion of Armour's business, primarily food and soaps. FC&B will continue to handle all the rest of its Armour business, which includes Dial soap and Dial shampoo, liquid Chiffon, Dash dog food, canned meats and Glad soap.

Other Armour agencies include N. W. Ayer & Son; Liller, Neal, Battle & Lindsey; Ketchum, MacLeod & Grove, and Jordan, Sieber & Corbett.

■ Much of the Buchen presentation was handled by Phil White and Jack Eigel, both vps, who will be account supervisor and account executive respectively, on the Armour chemical account. #

Journal Co. Begins Expansion; Approves Purchase of Stock

The Journal Co., Milwaukee, publisher of the *Milwaukee Journal*, will launch this week an $11,525,000 expansion program which includes a $5,755,000 addition to the *Journal* building and $5,770,000 worth of new equipment. The building, which will double the plant's present size, and its equipment are expected to be in use before the end of 1961.

Along with the announcement of the expansion plans, the board of directors of the *Journal* also authorized the purchase of $3,600,000 worth of capital stock of the company for sale to employes. As a result, the employes in five and one-half years will own 80% of their company. The remainder of the *Journal's* stock (75,000 shares) will be purchased from heirs of Lloyd Tilghman Boyd, an early officer of the company who died in 1914.

FC&B's Pomerance Rips Excessive Use of Research

OKLAHOMA CITY, April 13—"Too many have the tendency to use research too much," asserted Eugene C. Pomerance, vp and director of research of Foote, Cone & Belding, Chicago, in a talk today before the Oklahoma City Advertising Club.

"Some people," he said, "use the research they have for more than it's worth. They use research they shouldn't use. They use research when they shouldn't use it. They buy it when the cost of the research is greater than all the risks involved in the problem the research is supposed to solve."

Mr. Pomerance said the "first danger" of research "is that marketing people grow so accustomed to making decisions on the basis of facts, that when the facts are not there they find themselves incapable of making any decisions."

He added that when the people who have to make decisions can't make them without facts, they usually stall. "They delay the decision. When time catches up with them," Mr. Pomerance continued, "they clutch at semi-facts or pseudo-facts. . . all the while pretending to themselves that what they have are real facts."

■ The research director suggested that decisions made with pseudo-information "would have been better made by sensible guess."

Mr. Pomerance said he wished "more marketing people and more advertising people had the courage to recognize, and to admit to themselves, that there are still some facts which we can't have; the courage to admit some information doesn't exist; the courage to refuse to ask for faked or irrelevant information, and, most important of all, the courage to make their own judgments and to back their own judgments when the judgments have to be made by hunch."

In summary, Mr. Pomerance related the words of one of his colleagues at Foote, Cone & Belding's London office:

"Everybody knows that statistics are like lamp posts—to provide illumination, but not meant for leaning on. We have to go ahead in the dark sometimes if we want to go ahead at all. And if we lean on lamp posts that are not there, we shall find ourselves in the position we deserve." #

Academy Guild to Hunter

Academy Guild Press, Fresno, book publisher, has appointed Hunter, Scott, Findley & Lake, Fresno, to handle its advertising.

Drug 'Advertising' Runs to About $210,261,215, Medic Tells Senate

Dr. Bowes Tells Probers Drug Costs Could Be Cut 10% by Paring Spending

WASHINGTON, April 14—The Senate anti-monopoly committee provided a forum this week for medical researchers who are unhappy about drug advertising.

One witness told the committee the cost of drugs could be reduced by 10% if promotions were eliminated. Others complained that drug houses regard doctors as "simpletons" and withhold important technical information which the doctors need.

The barrage of criticism was mounted as Sen. Estes Kefauver (D., Tenn.) took advantage of a four-day Senate recess to move ahead with hearings which had been suspended during the lengthy debate on the civil rights bill.

During one lengthy intra-committee hassle over the course of the testimony, Sen. Everett Dirksen (R., Ill.) served notice that he will make sure that the committee is not allowed to proceed at any time the Senate is actually in session.

■ One witness yesterday denied that the U.S. leads the world in discovering new drugs. "Far from leading in drug progress," said Prof. Frederick H. Meyers, of the University of California, "it appears that our industry has usually followed and often at a clear lag."

The former head of the medical department of Squibb Laboratories told the committee the major drug companies follow a selling maxim which says, "If you can't convince them, confuse them."

"Too often," said Dr. Dale Console, of Princeton, "A drug company has a dozen detail or promotion men each selling a dozen products and backed by a dozen wizards in the home office who hold a dozen conferences trying to determine the best way to make nothing appear like a pot of gold."

■ The estimate that drug costs could be cut 10% came from Dr. James E. Bowes, Salt Lake City practitioner and professor at the University of Utah, who contended a three-year survey showed that the drug industry spends more for advertising than for research. He said his own supply of material from drug houses added up to 365 pounds in a single year, and cost $83 for postage alone. For all doctors, he figured the drug houses shipped 24,247 tons of material, and paid $12,000,000 in postage. He said total advertising costs added to $210,261,215, compared with $194,000,000 for research.

Dr. Chauncey D. Leake, assistant dean of the medical college at Ohio State University, complained that drug promotions treated doctors as "simpletons" but he insisted that doctors are not fooled, and that they do not make their decisions on drugs the same way that people make decisions on clothes or cars.

Witnesses generally looked to the industry to solve its problems through self-policing. Some witnesses proposed more federal supervision, however, including legislation requiring the Food & Drug Administration to screen promotion literature for new drugs. #

Things Are Getting Lots More Sociable at BBDO These Days

NEW YORK, April 12—*BBDO gets $10,000,000 Pepsi-Cola account—news story from AA, April 11.*

By yesterday afternoon, Batten, Barton, Durstine & Osborn had removed all—or nearly all—of the Coca-Cola vending machines installed on its floors at 383 Madison Ave. for the benefit of employes with dimes. Replacing Coke (never a client) were a number of new, lighted Pepsi machines. Unaffected by the change were BBDO's Campbell Soup, candy and Lucky Strike and Hit Parade vending machines.

■ One possibly apocryphal story had it that when Pepsi's marketing team visited BBDO to evaluate it as a possible successor to Kenyon & Eckhardt, a BBDO receptionist asked the Pepsi men to make themselves comfortable in the waiting room. "If you'd like a little refreshment," she is reputed to have said, "we have ice cold Coke in the machine."

There were no takers. #

Mercury 'Panelists' Asked to Judge Car in 2-Day Drive Test

DETROIT, April 13—Mercury division of Ford Motor Co. is offering prospective customers a chance to drive a new Mercury two full days, without responsibility or charge. Mercury division of Ford Motor Co. is finding worth while its recently instituted consumer opinion panel.

Mercury initiated the panel by reviewing owner registration lists in selected areas, and selecting those in Mercury's price field who are not Mercury owners. Those driving competitive cars two or three years old are judged most likely prospects.

A letter is sent out to those owners, asking if they plan to buy a new car in the next six months and inviting them to enroll in the opinion panel. If the owner is planning a purchase, he is sent a certificate and a contact is made soon after by a local dealer.

■ The owner is supplied a new Mercury that he may drive for two full days to form an opinion of the car and aid in the design of future automobiles. Mercury assumes the responsibility for any accidents or damage that may occur during the two-day period.

Although those selected for the consumer opinion panel are considered prospective customers, there is no obligation beyond that of filling out a questionnaire. Panelists are asked to rate four features of the Mercury in the order of their appeal and give an opinion on advertising slogans being used by the company.

Mercury marketing department personnel handling the survey say that not enough questionnaires have been returned so far to indicate what may be determined from them. #

Hovel Joins Burnett's TV Department as VP

Leo Burnett Co., Chicago, has appointed Cleo Hovel a vp and assistant to the head of the tv commercial department. Mr. Hovel formerly was with Campbell-Mithun, Minneapolis, where he was vp and tv creative director.

He started with Campbell-Mithun 10 years ago as an art director.

Cleo Hovel

A.S.R. Drops Golf Show After 'Didn't Play to Win' Remark

NEW YORK, April 14—Difference of opinion is what makes golf matches.

This would seem to be the case in the "one club extra" match between Sam Snead and Mason Rudolph, which was televised April 3 over NBC under the sponsorship of Bayuk Cigars Inc. and A.S.R. Products Corp.

One sponsor, A.S.R., was so displeased with Mr. Snead's admission that he was not "playing to win" after he discovered the extra club in his bag on the 12th hole that it canceled as co-backer of the Sunday afternoon sports event *(see earlier story on Page 48)*.

■ The other sponsor, Bayuk, not only decided to stay with the series, which is set to run through June 12, but endorsed the scheduling of a re-broadcast of the controversial match. The re-run, together with statements from the participants, the Professional Golfers Assn., NBC and Bayuk, was televised April 17. The re-play was scheduled as a result of viewer requests.

The "extra club" match was filmed in Bermuda in December and televised April 3. But it went on the air straight, as though the match were on the up and up, and there was no explanation of the irregularity until the newspapers broke the story.

■ In explaining his company's position in the matter, E. Archie Mishkin, president of Bayuk, pointed out that his company sponsors nearly 200 network sports events on tv. In every instance, he said, "it has been and will continue to be company policy never to interfere with program content of these events."

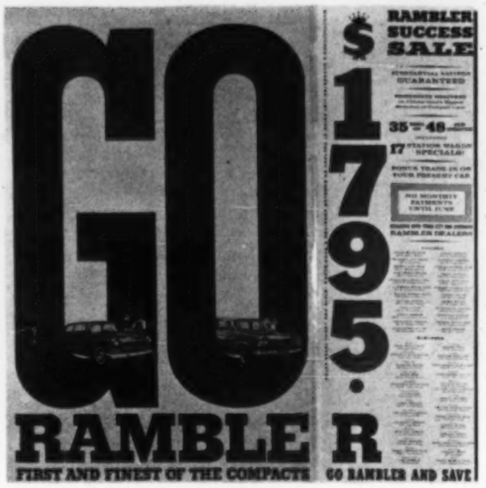
A.S.R. Products announced its cancelation of the show shortly after the stories broke in the papers. The razor maker had been an advertiser on the "World Championship Golf" series since its inception last Oct. 18.

In a statement to the press the company said it was dropping the show because it "learned only yesterday [April 7] through press reports that one of the contestants on the match telecast last Sunday [April 3] stated that during a portion of the match he was not "playing to win."

"The contestant's statement, although known to NBC before the telecast, was not told to A.S.R. by the network. If A.S.R. or its advertising agency had known of this before broadcast time, it would not have agreed to its sponsorship of this program as presented, without a disclosure of the circumstances to the public," A.S.R. concluded. #

'Progressive Architecture' Opens Pittsburgh Office

Progressive Architecture has opened an ad office at 601 Grant St., Pittsburgh.


GO
$
1795.
RAMBLER SUCCESS SALE
35 48
17 STATION WAGON SPECIALS
RAMBLE R
FIRST AND FINEST OF THE COMPACTS
GO RAMBLER AND SAVE

RED LETTERS—*Chicago's Rambler dealers will use this four-color ad in the Chicago Tribune April 23. The red "Go" is more than 18" high. The final "R" in Rambler carries over to the facing page, where it appears with the suggested factory list price and dealer listings. R. Jack Scott Inc. is the agency.*

Remington Buy of Clary Unit May Shift Account to Gardner

NEW YORK, April 12—Remington Rand this week announced it will fill some gaps in its office machine product list via acquisition of the adding machine and cash register division of Clary Corp., effective July 1.

Purchase of Clary is subject to approval by Clary stockholders and the board of Remington's parent company, Sperry Rand. The purchase price, which includes production facilities in Searcy, Ark., was placed at about $8,000,000.

Remington said Clary's full keyboard adding machines and other lines will be continued to be sold—for the present, at least—under the Clary brand and through the division's present sales outlets.

■ Advertising for the line, currently handled for Clary by the Los Angeles office of Erwin Wasey, Ruthrauff & Ryan, will "most likely" be shifted to Remington's agency, Gardner Advertising Co., Remington said. EWRR, which continues to handle advertising for Clary's electronics products, described billings from adding machines and cash register division as "virtually non-existent." #

Cook, Smith Open Own Agency

A new agency—Cook, Smith & Colwell—has been opened at 310 Old Tavern Rd., Orange, Conn. Officers are Donald R. Cook, president, and Raymond E. Smith, vp and treasurer. Both men formerly were vps of Remsen Advertising Agency, New Haven, Conn.

Vollmer to Thomas Publishing

Paul F. Vollmer has joined Thomas Publishing Co. as a sales representative in the Pittsburgh office. Mr. Vollmer was formerly with Lewis Mfg. Corp.

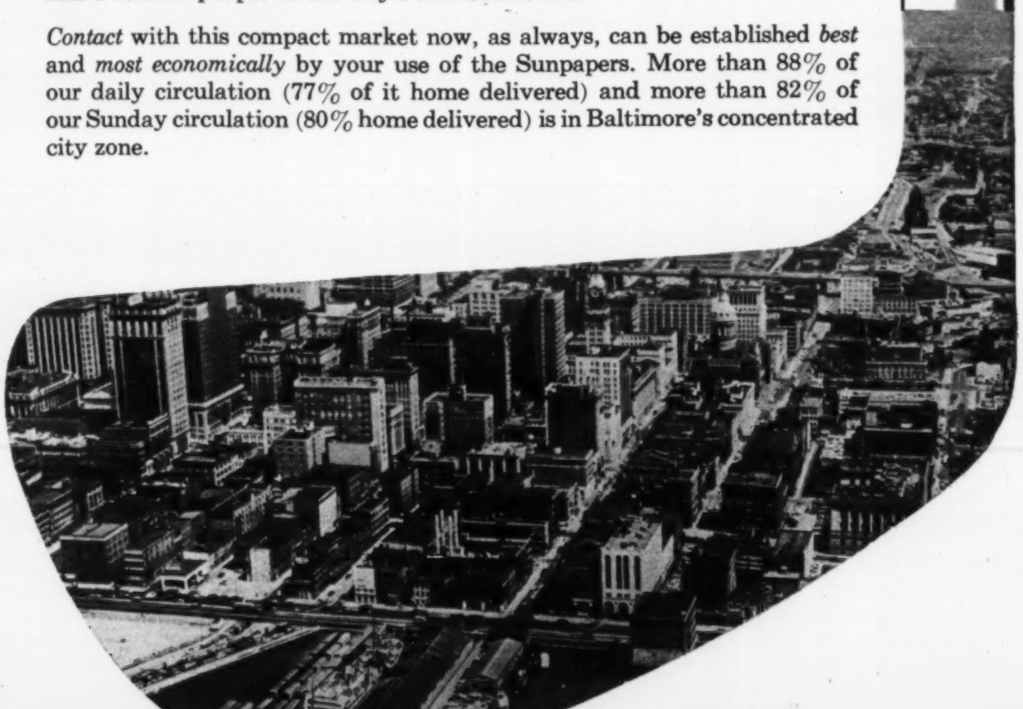
most direct "approach"

Baltimore is America's most compact major market. The proof—more than 85% of its families (1.5 million people) live within a 15-mile radius from the heart of downtown, roughly the ABC city zone.

Equally as important, an estimated 92% of the total Baltimore market retail sales are consummated in this same compact area, making it a *highly productive* market—the nation's 12th largest, in fact.

Baltimore is an *ever-growing* market, too. The past 20 years have added half a million people to the city's immediate area.

Contact with this compact market now, as always, can be established *best* and *most economically* by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% home delivered) is in Baltimore's concentrated city zone.



The Baltimore Sunpapers

ABC 9/30/59: Combined Morning and Evening 413,882—Sunday 317,989

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Greensboro-
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS
VA
N C
S C
ARK
MISS
LA
ALA
GA
FLA

In The Top 20 In Total Retail Sales

Greensboro Pumps Octane into Gasoline Sales

Hustling Greensboro is a market on the go—a must on any Gasoline advertising schedule pointed toward the NEW South. Last year Greensboro burned more gasoline than such primary markets as Baton Rouge and Mobile; and tailed right behind Charlotte and Chattanooga. A major sales factor: the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1959 Major U. S. Markets Analysis"* Brochure of all 292 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Does your new product have what top buying committees want most?

Your fine package design speaks for itself. No one will
question the soundness of your competitive pricing or dealer margin.
But how can you convince top buying committees that your
new product will give them what they want most—*fast turnover!*
What promise of fast turnover does your new product offer?
How can your advertising help strengthen your position before top buying
committees? Take 1 minute now and read why top food store
executives know that THE BIG ONE starts new products moving fastest.

L. B. SMITH, JR.
President, Thorofare Markets, Inc.
Murrysville, Pennsylvania. 59 stores.
$110,819,430 annual volume.

"We know that THIS WEEK advertised brands deliver the velocity and volume so necessary in this era of high-speed mass merchandising."

A. J. BAYLESS
President, A. J. Bayless Markets, Inc.
Phoenix, Arizona. 32 stores.
$48,389,955 annual volume.

"THIS WEEK Magazine moves goods across the checkout counters in volume and profitably. It's a super-magazine doing a super-marketing job."

A. D. DAVIS
President, Winn-Dixie Stores, Inc.
Jacksonville, Florida. 512 stores.
$698,190,212 annual volume.

"THIS WEEK Magazine packs a real sales wallop for those products regularly advertised. THIS WEEK really moves the goods."

This Week
MAGAZINE
April 17, 1960
42 GREAT NEWSPAPERS

Only THIS WEEK Magazine offers you these new-product advertising advantages:

1 Dominance in 42 basic distribution points—your best urban markets.

2 Immediate trade acceptance with your most important retailers.

3 A fine editorial environment for products seeking quick consumer acceptance.

4 A dramatic record of low unit cost, high volume advertising results.

To start new products moving fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

Salada Products Go to DDB

In last week's compilation of "major advertising account changes" (AA, April 11), ADVERTISING AGE reported that Salada-Shirriff-Horsey's Potato Plus, Junket quick fudge mix and new products moved from H. W. Warden Associates to Grey Advertising Agency. When Mr. Warden closed his agency and joined Grey (AA, March 14), AA was told the products would go with him. Now AA has been told the products are handled by Doyle Dane Bernbach Inc.

State Farm to Sponsor 'Jack Benny Show' Next Fall

State Farm Mutual Automobile Insurance Co., Bloomington, Ill., will sponsor the "Jack Benny Show" on an alternate-week basis starting next fall over CBS-TV. State Farm will co-sponsor the show with Lever Bros. Co. Agency for State Farm is Needham, Louis & Brorby.

Coupon Ad Push Puts Vita Cee in St. Louis Stores

ST. LOUIS, April 13—Vita Cee, a juice drink bottled in six flavors, has apparently overcome reported resistance by merchants to its ½ gal. size, and has quadrupled its sales here since March 1 through a newspaper couponing campaign and television programs.

Vita Cee Co., founded 10 years ago, built its first distribution through home route delivery, attaining a sales volume of 10,000 bottles weekly without advertising support.

In answer to customer demand for store distribution, the company conducted tests in selected supermarkets in the St. Louis area late last year, which showed a high percentage of "first-time" buyers repeating their purchases at weekly intervals.

Early this year, the initial group of test stores was expanded to include leading independent supermarkets in the greater St. Louis area. Resistance to the product by merchants was reported because of its ½ gal. bulk, its requirement for refrigeration and its bottle deposit (15¢).

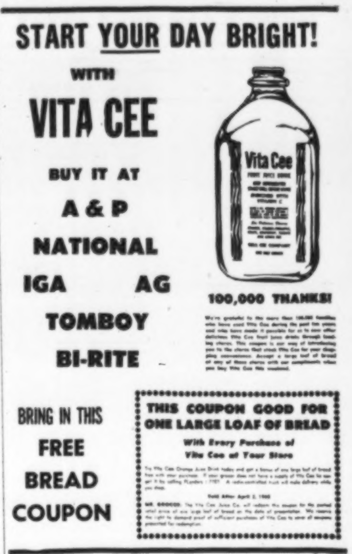
■ Vita Cee and its agency, H. George Bloch Inc., launched the advertising campaign last month aimed at attaining full area store distribution. The results: Vita Cee can be found in the dairy cases of more than 90% of the area's stores; sales have increased from 10,000 bottles weekly to 40,000 bottles.

The half-hour western, "Tombstone Territory," on KTVI, was used to kick off the campaign by advising shoppers of Vita Cee's store availability. The news also was delivered to more than 8,000 home route customers through driver-salesmen. Two other tv stations, KMOX-TV and KSD-TV, also were used in the push.

The initial newspaper ads offered a coupon worth 15¢ toward the purchase of a bottle of Vita Cee. This was followed by the offer of a free coupon, good for a bottle of Vita Cee, on the "Charlotte Peters Show" over KSD-TV. More than 7,000 requests by mail were received after the broadcast of three one-minute announcements.

■ Art Williams, assistant to the president and account executive at H. George Bloch, said, "We expected a return of perhaps 5%, or a maximum of 1,500 requests for the free coupon. When the mail return hit 2,500 a day, we pulled the announcement."

The success of the "Charlotte Peters Show" offer brought attention from the National Food Stores chain, and as a "thank you" offer, Vita Cee inserted the first of its "related-item" premium offers—a 1,000-line newspaper ad offering a free loaf of bread with each Vita Cee purchase. Other food chains also were stocked to meet the demand.



START YOUR DAY BRIGHT!

WITH

VITA CEE

BUY IT AT

A & P

NATIONAL

IGA AG

TOMBOY

BI-RITE

100,000 THANKS!

BRING IN THIS FREE BREAD COUPON

THIS COUPON GOOD FOR ONE LARGE LOAF OF BREAD

With Every Purchase of Vita Cee at Your Store

VITA CEE OFFER—*As part of a push which quadrupled Vita Cee fruit drink sales in greater St. Louis, a coupon offering a free loaf of bread with every purchase was placed in this ad in the St. Louis Globe-Democrat.*

As a final "thank you" offer, the company offered buyers a free pound of coffee with each purchase of the juice drink. This offer prompted many independent coffee marketers to hastily prepare point of purchase signs urging consumers to choose their brand of coffee when redeeming Vita Cee coupons.

Future plans for Vita Cee promotion include a children's contest to be launched when the stars of "Tombstone Territory"—Pat Conway and Dick Eastham—make a personal appearance in St. Louis late in May. The contest winner will receive an all-expense vacation for his entire family to Tombstone, Ariz., and then to Hollywood for a bit part in a "Tombstone" episode. #

Henry Hempstead, Veteran Agency Executive, Joins D-F-S

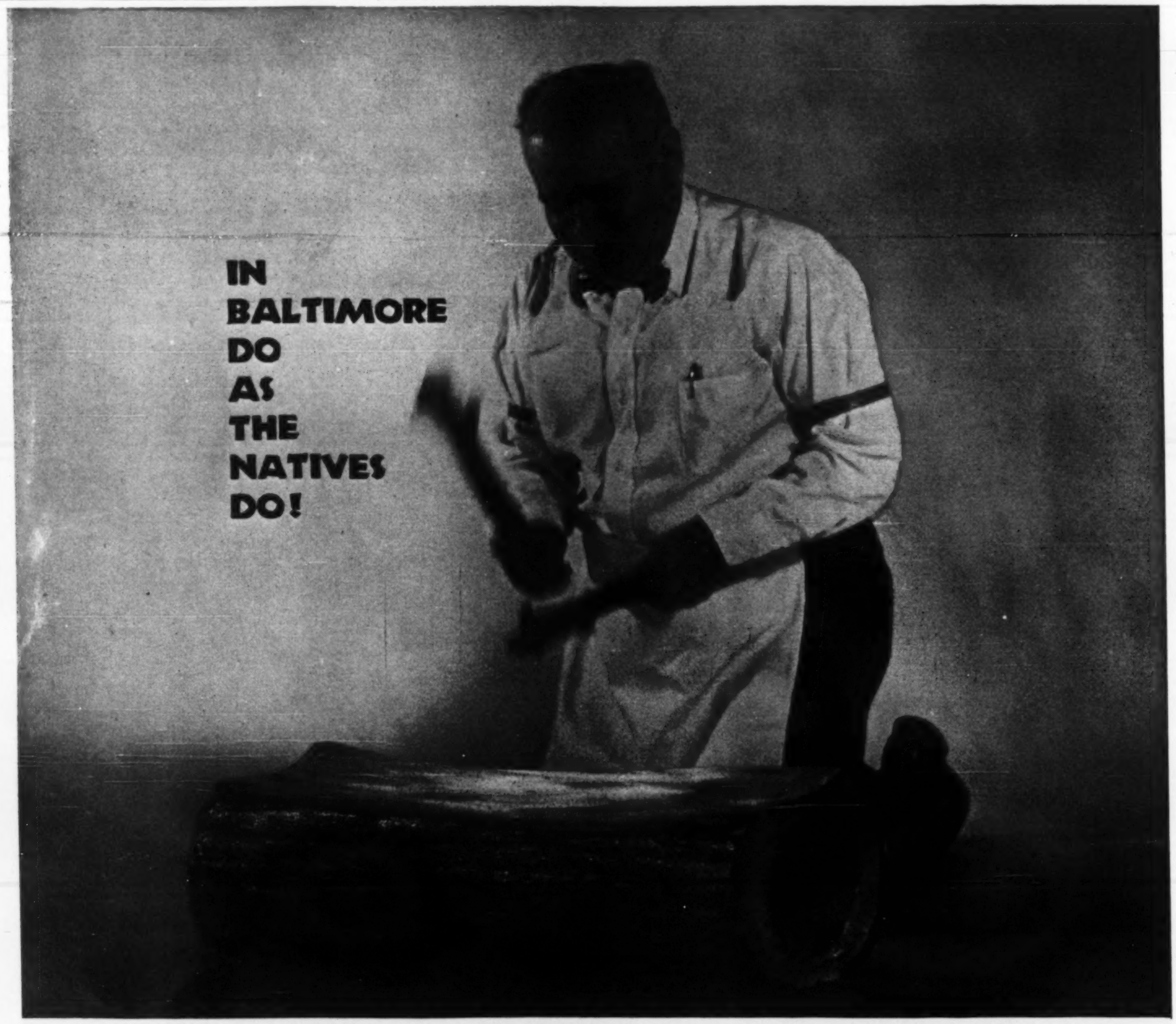
Henry M. Hempstead has joined Dancer-Fitzgerald-Sample, Chicago, as a vp. Mr. Hempstead told ADVERTISING AGE that he closed his own agency, Henry M. Hempstead Co., Chicago, just before joining D-F-S. None of his four accounts came to D-F-S with him, he said.

Mr. Hempstead had operated his own agency since December, 1958, when he split with Marvin Gordon, 10 months after the two men had merged their agencies into Gordon & Hempstead (AA, Feb. 24, Dec. 8, '58). Before the merger, Mr. Hempstead had operated his own agency since 1948. Prior to then, Mr. Hempstead was a vp of Benton & Bowles, and of the old Geyer, Newell & Ganger agency.

Henry Hempstead

Lima BBB Sued for $1,500,000

The Lima Better Business Bureau has been sued for $1,500,000 by Seary Furniture Co., Lima, O., because of an ad published over the signature of the BBB and its secretary-treasurer. Seary charged that the ad, headlined "Let the buyer beware," caused it to lose "good will," "reputation" and profitable business because of implications in the BBB ad that Seary used "gimmick" advertising and was "dishonest in the pricing and advertising of merchandise."

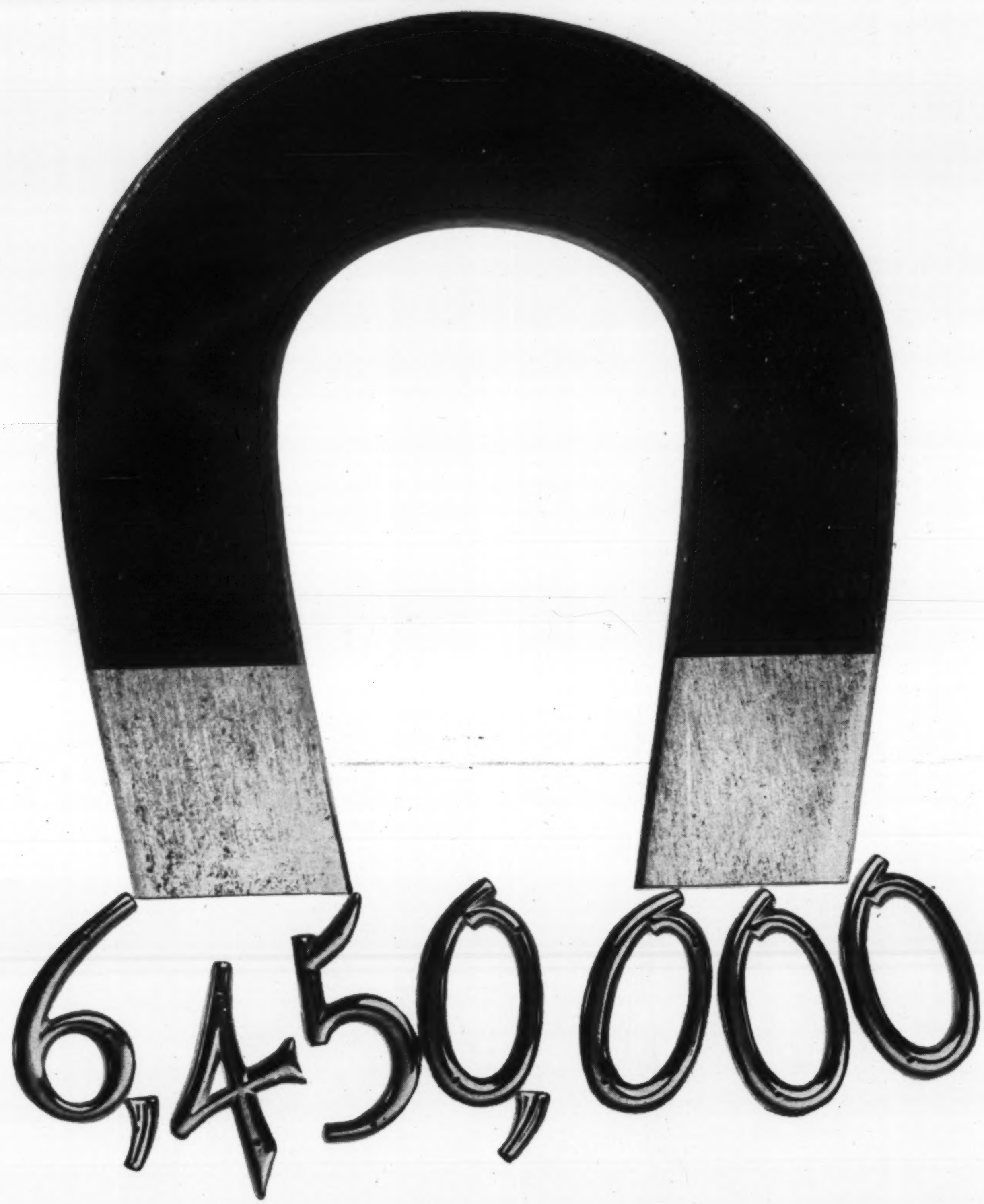


MORE "NATIVE" MERCHANTS BEAT THE DRUM ON W-I-T-H THAN ANY OTHER BALTIMORE RADIO STATION!

WITH is First in Baltimore with more local advertisers than any other station. Can you find better proof of a station's effectiveness than the day-in, year-out confidence of the local businessmen who expect their cash registers to record every commercial? Follow the lead of the local advertisers . . . men who really know the market: buy WITH and Baltimore buys you!

RADIO
W-I-T-H
PERSONALITY Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; CLARKE BROWN COMPANY in the South and Southwest.



MAGNETISM! The March 26 issue of The Saturday Evening Post reached an all-time-high circulation of 6,450,000* – a whopping 450,000 over the current rate base. The reason for the big attraction: editorial vitality that creates *natural* reader demand. Post readers are wooed with stories that entertain and excite... articles that probe, poke, pick apart and put together again... humor that runs from the giggle to the guffaw. They're won over with first-rate editing—not cut-rate come-ons! ■ That's why Post circulation is quality circulation. Every week people plunk down their money for over half a million more copies of the Post than for the other big weekly at newsstands, drug counters and supermarket checkouts. And people pay full price for almost half a million more subscriptions to the Post than for the other magazine! ■ More proof that the Post's soaring circulation entails no sacrifice in reader quality: the current Ad Page Exposure study which shows that Post readers have the highest median income in the Post's field. Their spending dollars mean your advertising dollars are selling the cream of your market. That's why your advertising pulls better, pulls harder, in the magnetic pages of the Post!

*Publisher's Estimate

A CURTIS MAGAZINE

The Saturday Evening

POST

THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST... THE HI-FREQUENCY WEEKLY!

Distributor Is Key to Sunbeam's New Co-op Setup

CHICAGO, April 13—Sunbeam Corp. has adopted a new cooperative advertising plan for its appliances division.

Under the new program, Sunbeam's co-op will be administered by the company's distributors. Co-op funds, equal to 2% of total net purchases last year of Sunbeam appliances by distributors, will be set aside by the company.

In addition, Sunbeam distributors will set aside for co-op advertising, an amount equal to 1% of their total net purchases of Sunbeam appliances last year.

■ As part of the same program, Sunbeam will eliminate all direct shipments of appliances to retailers, termed by the company as "drop shipments." In the future, all appliance shipments will be sent directly to distributors, who will in turn supply retailers in their areas.

Sunbeam estimated that its co-op advertising would be increased this year under the new program, but declined to state by how much. A principal reason for the change, the company said, was to acquire more central direction of co-op programs and thus eliminate duplication of retailers' ad campaigns in the same media at the same time.

■ The new plan will go into effect in all states except Washington, Oregon, California, Idaho, Nevada, Arizona, Montana and Utah. They will continue under a marketing consignment plan which Sunbeam introduced 15 months ago (AA, Jan. 5, '59).

Sunbeam's four other divisions—hardware & machinery, electric shavers, electric clocks and floor care divisions—are not affected by the new plan.

■ Sunbeam's old co-op ad plan for its appliances—called the Local Promotion Advertising Plan—worked directly between the company and its retailers, with the distributor having no part in the operation. Sunbeam allowed retailers a credit of 10% for purchases of appliances amounting to $750 or more.

Retailers mailed ad invoices and proofs of ads directly to the company, and received their reimbursements from Sunbeam. Under the new plan, distributors will reimburse retailers for advertising, and the distributors, in turn, will be reimbursed by Sunbeam. #

Sunbeam to Use 'Post,' 'What's Line?'

CHICAGO, April 12—The clock division of Sunbeam Corp. is launching its second quarter promotion program, featuring its Golden Nugget home and travel alarm, with ads in *The Saturday Evening Post* and billboards on "What's My Line?" (CBS-TV).

The major portion of the campaign will be tie-in advertising by local dealers. The *Post* ads will be one-column color insertions in the April 23 and May 7 issues. #

Storer Revenues, Net Rise

Storer Broadcasting Co., Miami, has reported its broadcasting and other operating revenues for 1959 were $28,114,937, up from the $25,176,710 of the previous year. Earnings after taxes were $5,336,682, up 218% over the 1958 earnings of $1,676,754.

Keough Joins Duncan Scott

Richard H. Keough has joined Duncan Scott & Co. as manager of the Chicago office. Mr. Keough formerly was with Vance Publishing Co.

Walter Paepcke, 63, Container Chairman, Ad Innovator, Dies

CHICAGO, April 14—Walter P. Paepcke, 63, chairman and chief executive officer of Container Corp. of America, who initiated the much discussed "Great Ideas of Western Man" ad series, died yesterday in Billings Hospital.

A patron of the arts, Mr. Paepcke had featured modern art in his advertising since the mid-'30s. Although he was never an advertising man, he was named "Industrial Advertising Man of the Year" by *Industrial Marketing* in 1955 for his Great Ideas series.

Walter Paepcke

The institutional series was controversial; it contained no advertising message. Although few denied that the art was good, some admen doubted that the series was good advertising.

■ But, Mr. Paepcke said, the series was not designed to sell boxes, but to establish a reputation for the company, which would in the long run, bring more sales.

Modern art was used because "a packaging firm has to be modern," Mr. Paepcke explained in an ADVERTISING AGE interview in 1955. "Packagers want sleek, up-to-date material; for that reason, we don't think Giotto or Gainesborough would do for us."

If a clincher is needed in arguing for Container Corp.'s advertising, the fiscal figures provide it: Company sales have increased from $20,000,000 in 1937 to $322,000,000 in 1959.

The Great Idea series began in 1950 featuring quotations illustrated with modern art submitted by various "gallery artists." The series is currently running in *Newsweek, The New Yorker* and *Time.*

■ An innovation in the series, is scheduled to begin later this year. Some ads will be labeled "Great Controversies," and will feature quotes showing opposite viewpoints on various subjects. Like the Great Ideas series, they will be illustrated with modern art. Currently, the company spends about $340,000 (of a total ad budget of about $550,000) on the institutional ads. N. W. Ayer & Son, Philadelphia, is the agency.

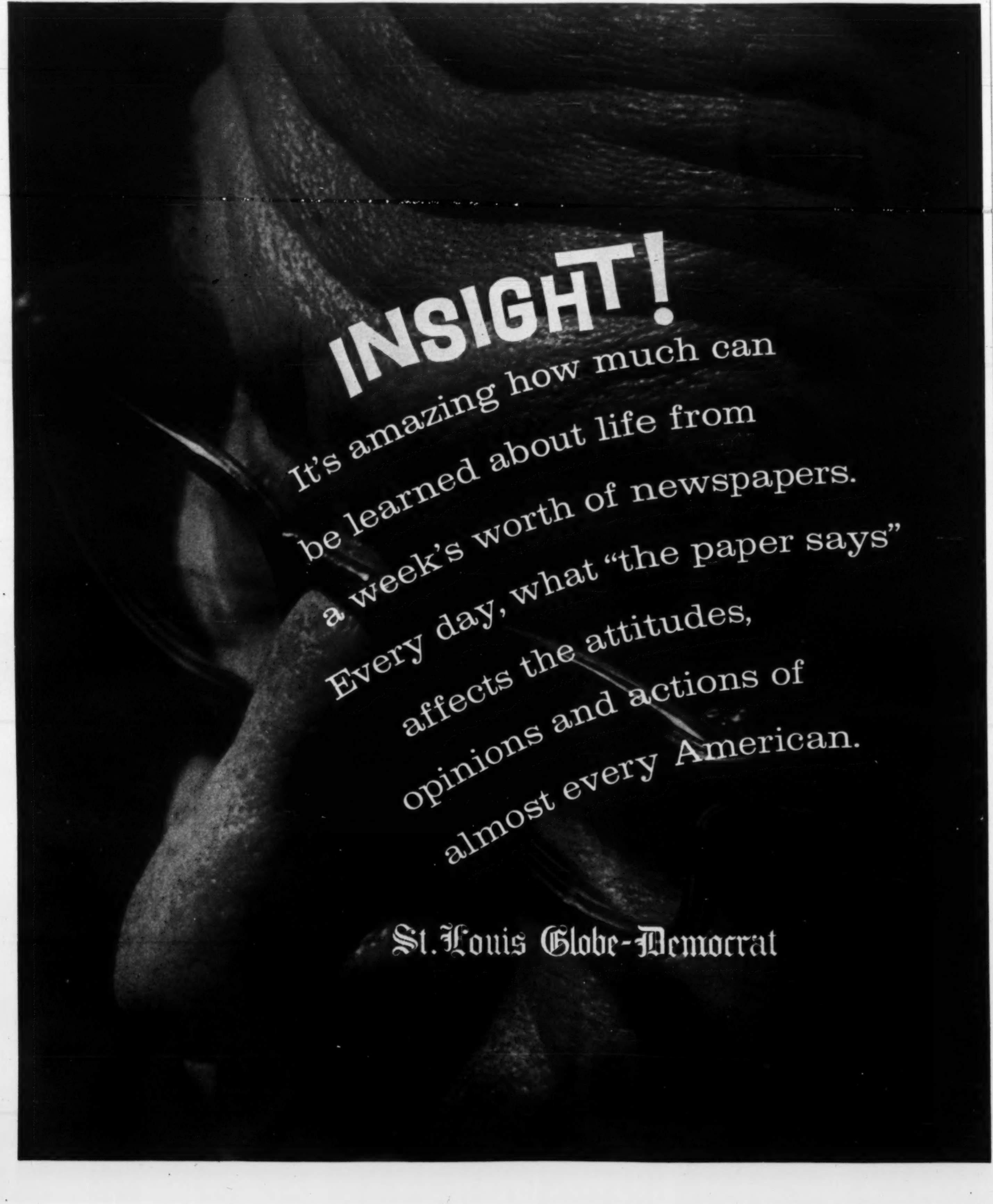
Other institutional ads from Container Corp. have includes series on "Saving Waste Paper" (during World War II), the United Nations and the states of the Union.

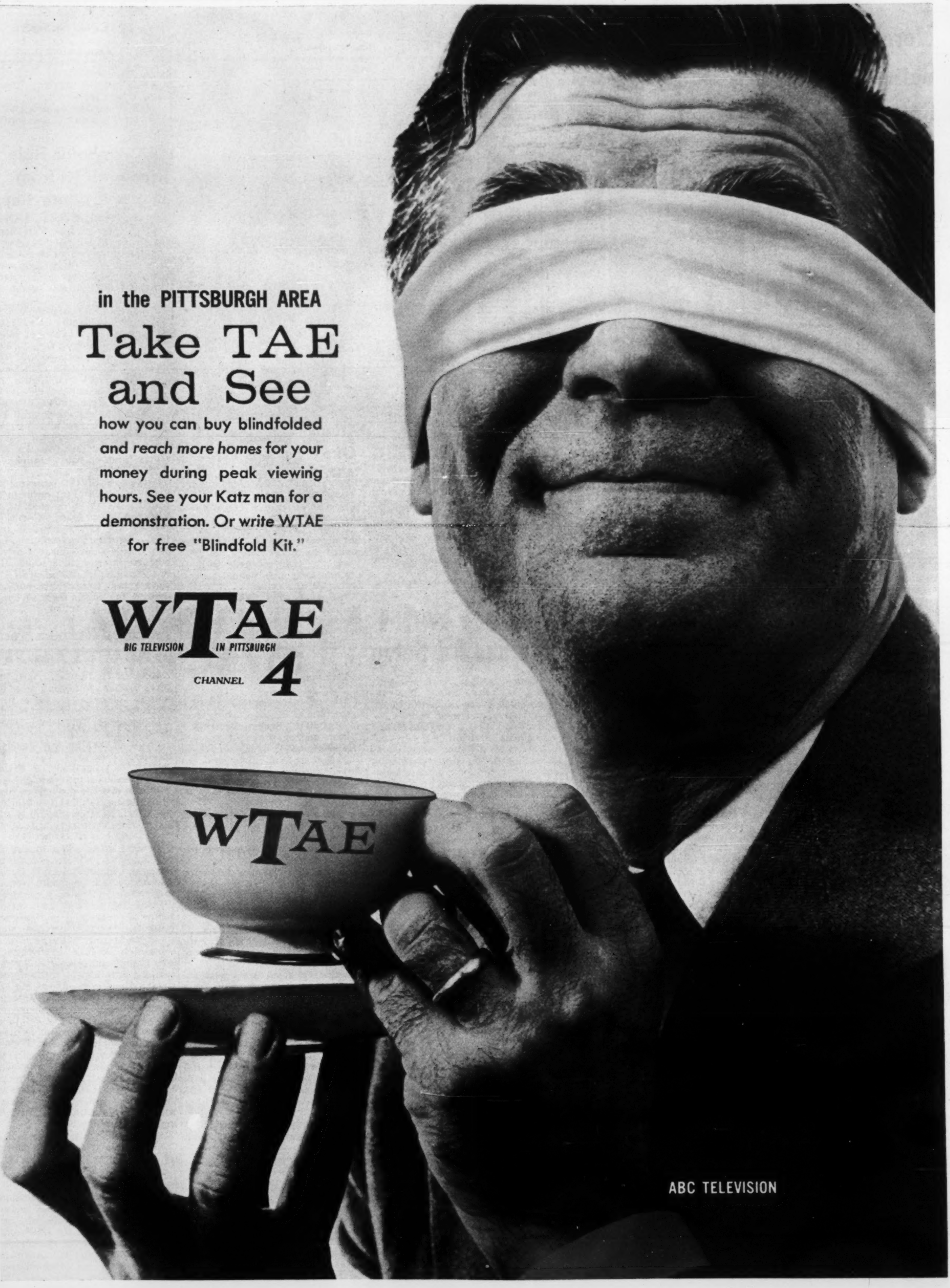
■ Walter Paepcke was born in Chicago, was graduated from Yale University in 1917, and served as a Navy ensign in World War I. In 1921 he succeeded his father as head of the Chicago Mill & Lumber Co. He founded Container Corp. three years later; it is now said to be the largest manufacturer of paperboard containers.

Mr. Paepcke was a director of the U.S. Gypsum Co, K. W. Battery Co., Encyclopaedia Britannica Inc, Encyclopaedia Britannica Films, Continental Air Lines and the Council for Financial Aid to Education.

He was a trustee of the University of Chicago, Art Institute and Chicago Orchestral Assn., and was a founder of the Great Books Foundation.

He has won numerous awards from art and architectural groups, the most recent being the Architectural League of New York's Freidsam Medal awarded last week. #


INSIGHT!
It's amazing how much can
be learned about life from
a week's worth of newspapers.
Every day, what "the paper says"
affects the attitudes,
opinions and actions of
almost every American.
St. Louis Globe-Democrat



in the PITTSBURGH AREA

Take TAE and See

how you can buy blindfolded and *reach more homes* for your money during peak viewing hours. See your Katz man for a demonstration. Or write WTAE for free "Blindfold Kit."

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

ABC TELEVISION

More People Are Getting Richer, Commerce Finds

WASHINGTON, April 14—The Commerce Department will publish soon a new analysis of family income which shows that more people are in "upper income" brackets, and that they exercise a steadily increasing portion of buying power.

The study, due to appear in the department's "survey of current business" later this month, shows that fully two-fifths of the nation's families and unattached individuals now have incomes above $6,000. A quarter are in the $4,000 to $6,000 bracket, while the remaining third are still below $4,000.

Tables included in the study show the "over $15,000" group numbers 2,900,000 families and individuals, compared with 800,000 in 1947 and 1,800,000 as recently as 1955.

They represent 5% of all units, and had $75 billion in income in 1959, which is approximately 21% of the aggregate family income of $362.4 billion reported for the year.

■ In 1947, the "over $15,000" bracket was 2%, and in 1955 4%. Aggregate income of the "over $15,000" was $22.1 billion in 1947, 12% of all family income, and $48.9 billion in 1955, 17%.

Tables show the $10,000 to $15,000 group increased from 3% of all units in 1947 to 9% in 1959; the $8,000 to $10,000 group from 3% to 10%, the $6,000 to $8,000 from 9% to 18%, and the $4,000 to $6,000 from 20% to 23%.

Lower income groups lost in relative importance. The "under $2,000" group dropped from 25% in 1947 to 14% in 1959; and the $2,000 to $4,000 group from 38% to 21%.

In terms of buying power, the $10,000 to $15,000 group, with $14.3 billion in 1947, had 8%. In 1959 its $60.3 billion was 16% of all buying power. The $8,000 to $10,000 group had 7% of the buying power in 1947, and 14% in 1959. The $6,000 to $8,000 group went from 14% of the 1947 buying power to 19% in 1959.

■ The three lower groups—the "under $2,000," the $2,000 to $4,000 and the $4,000 to 6,000—all fell behind. The lowest group's share dropped from 7% in 1947 to only 2% last year; the $2,000 to $4,000 bracket from 28% in 1947 to 10% in 1959, and the $4,000 to $6,000 group from 24% in the immediate postwar period to 18%.

The number of families and individuals covered in the report increased from 44,700,000 in 1947 to 55,600,000 in 1959.

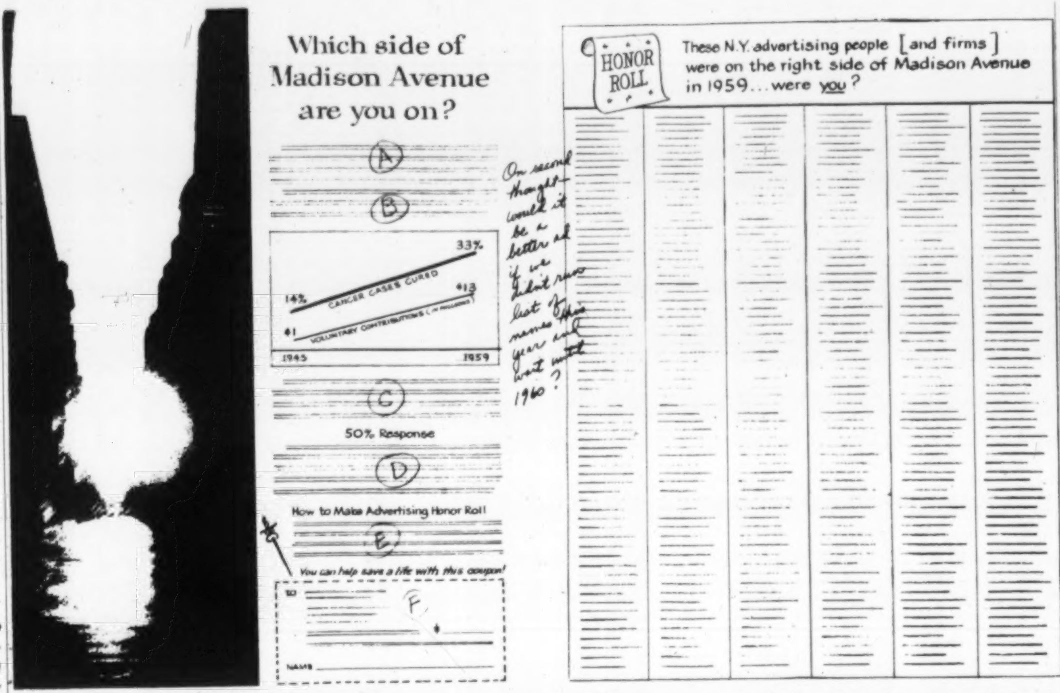
Average income, in 1959 dollars, went from $5,290 in 1947 to $6,520 last year. #

ABC-TV Signs 2 Sponsors

Chesebrough-Pond's, New York, placed an order for 146 quarter-hours in ABC-TV's daytime programs to cover a period of 38 weeks. Sunbeam Corp. bought 11 quarter-hours spanning an eight-week period. Chesebrough-Pond's agency is J. Walter Thompson Co., and Sunbeam is handled by Perrin-Paus Co.

Quick Mfg. to Robert Frame

Quick Mfg. Inc., Springfield, O., has appointed Robert Frame Advertising, Dayton, as its advertising and marketing counsel. Quick said the agency appointment is part of its intention to broaden the base of its marketing efforts beyond the placing of ads.



Which side of Madison Avenue are you on?

A

B

C

50% Response

D

How to Make Advertising Honor Roll

E

You can help save a life with this coupon!

F

TO

NAME

HONOR ROLL

These N.Y. advertising people [and firms] were on the right side of Madison Avenue in 1959... were you?

On second thought—would it be a better ad if we didn't run list of names this year and wait until 1960?

MADISON AVE. 'LIFE-SAVER'—*Unusual ad rough was sent to 1,200 admen to get fast action (see story below).*

Sales, Net Up, GOA Stockholders Hear at Quiet Session

FLEMINGTON, N. J., April 13—Stockholders who came to the annual meeting of General Outdoor Advertising today in anticipation of some verbal fireworks were disappointed.

In contrast to last year's stormy session, when representatives of various nature and garden clubs blasted outdoor signs as a blemish on the face of America, today's session was quiet and strictly business.

In his report to stockholders, President Burr L. Robbins gave a rundown on the company's financial shape, business operations and new developments for measuring outdoor's audience.

Noting that GOA's net earnings in 1959 rose to $2,923,571 from $2,526,470 in 1958, while sales increased to $41,781,699 from $39,829,851, Mr. Robbins said 1960 earnings should outdo those of 1959.

■ He said the company was "tremendously pleased" by the return to the outdoor medium of a number of "fine, old-line advertisers," including Swift & Co., General Foods and Kellogg's.

He said that to furnish audience coverage figures "so eagerly sought by advertisers and agencies," GOA in 1959 participated in the development of a new measurement system for poster advertising.

"Since buying power is on wheels," he continued, "it can be traced by identifying the origin and household of autos passing outdoor panels. License numbers of cars in the traffic stream are transposed to punch cards, modern computing machines reject repeats, and the number of different cars is then determined. With the new system, our medium has mathematically sound coverage curves and it is possible to determine for each General Outdoor market the number of households reached and the frequency with which the posters in a showing are viewed monthly."

■ Turning to critics of outdoor advertising, Mr. Robbins pooh-poohed written attacks by opponents of the medium. "These magazine attacks have been unfair," Mr. Robbins said, "and are recognized as such by leaders in business and advertising. This has been going on for years because we compete with print media for the advertising dollar, but they have had little influence on our business and our growth has been steady, sound and healthy."

At the same time, Mr. Robbins assuaged representatives of garden clubs in Pennsylvania who last year were loud and vocal in their criticism of outdoor posters on the Pennsylvania Turnpike. He said the company removed 14 of its 22 signs along the highway and that the remainder will go as soon as leases and ad contracts expire. #

Outboard Marine Shuffles Ad Setup

WAUKEGAN, ILL., April 14—Outboard Marine Corp. has announced new appointments in the advertising department of its newly-formed OMC engines and equipment division.

The new division consolidates sales, marketing and advertising for the corporation's outdoor power equipment units, including Lawn-Boy power mowers and Pioneer saws.

■ Appointed ad manager of the new division this week was R. D. Hawkins, formerly ad and pr manager of the Pioneer saws division and Midland Co., a subsidiary of Outboard Marine.

Named assistant ad manager was Arthur W. Timmerman, former assistant to Mr. Hawkins in the company's Pioneer saws division. Appointed supervisor of the new division's lawn and garden advertising was Robert C. Fales, formerly assistant ad manager of Lawn-Boy. #

Four A's Council Elects Leach

Jack Leach, vp of Gardner Advertising Co., has been elected chairman of the St. Louis Council of the American Assn. of Advertising Agencies. Melvin Roman, president of Roman Advertising Co., has been elected vice-chairman, and Kenneth J. Bayer, president of French Advertising, has been named secretary-treasurer.

Lescarboura Elects Officers

Lescarboura Advertising, Ossining, N. Y., agency, has elected Stanley A. Lescarboura president and treasurer and Fred P. Donati vp and corporate secretary. The agency also has added Edward H. Caroe, former advertising manager of Tensolite Wire Co., Tarrytown, N. Y., to its account executive staff.

Adman Asks Admen's 'Okay' on 'Ad That Will Never Appear'

NEW YORK, April 15—An "ad that will never run" is working hard on Madison Ave.

It isn't past the "rough" stage, but already stats of it have been mailed to more than 1,200 New York admen to persuade them to dig into their gray flannel pockets on behalf of a cause.

The ad, headed "Which side of Madison Ave. are you on?" makes the copy point that inhabitants on the "right" side will give to the 1960 cancer fund—and indicates a list of adman contributors to last year's fund after a 1959 mail solicitation.

■ The ad and mailing are the brainchild of E. A. Cashin, exec vp of Batten, Barton, Durstine & Osborn and chairman of the advertising division of the New York City Cancer Committee, who enclosed the following letter with his ad rough:

Dear ....:

I'd like your OK on an ad that will never run.

The enclosed layout, designed for a bleed page in ADVERTISING AGE, is aimed squarely at you. Copy would cover the following points:

A. Every street—even Madison Ave.—has two sides. This ad, a report from the "right" side.

B. Last year Cancer Crusade letter sent to 1,242 New York firms and individuals in advertising.

C. Chart showed direct relationship between contributions and cancer cures. (Trend still held in '59.) Told how over million lives saved so far. Etc., etc., etc.

D. *Result*: 49.4% responded to letter. Cash gifts from ad division increased 11% over '58.

E. Make sure your name listed next year on attached honor roll. Just clip coupon (reproduced below).

I hope you will send this coupon back to me with your "OK" as soon as you can. Thanks so much for your help.

Sincerely,
E. A. Cashin, Chairman
Advertising Division
N. Y. C. Cancer Comm.

■ At the bottom of the letter was typed a coupon with the line, "Heres my (our) 'OK' for $........, made out to the New York City Cancer Committee."

A follow-up letter went today to those who did not reply:

Dear ....:

I can't seem to find your "OK" for the cancer ad layout I recently sent you.

Hope it's on the way. Closing date's upon us!

Here's another coupon—just in case. You couldn't clip a worthier one. #

FCC Upholds Rule Barring Nets from Being Affiliate Reps

WASHINGTON, April 14—The Federal Communications Commission announced today that it is rejecting last-minute efforts of broadcasters to head off a new regulation which prohibits networks from representing their affiliates in the sale of tv spot time.

The rule, and outgrowth of the commission's lengthy investigation of network domination of television, was announced Oct. 30, 1959. It had been protested by NBC, KOA-TV Denver, WRGB Schenectady, KSD-TV St. Louis and WAVE-TV Louisville.

The rule gives stations now represented by networks until Dec. 31, 1961, to make new arrangements. Networks will be allowed to continue selling spot for their owned and operated stations.

■ In New York NBC indicated that it will fight this FCC order in the courts. The network said it still feels that the grounds on which its petition for reconsideration were filed—"arbitrarily restrictive, compels needless forfeiture of private business interests, and repugnance to the principles of due process"—were sound. The network now will petition the courts for a review of the commission's action. #

Franken Named Head of All NT&T Ads, PR

BEVERLY HILLS, CAL., April 14—Jerry Franken has been named executive director of advertising, publicity and promotion of National Theaters & Television. This is the first time there has been an over-all ad boss for NT&T and all its subsidiaries.

Until his promotion, Mr. Franken was executive advertising and publicity director for one of those subsidiaries, National Telefilm Associates, station owner and tv film distributor-producer.

■ Several other shifts in the advertising and publicity department also were announced by B. Gerald Cantor, NT&T president. Among them: Fay S. Reeder, formerly pr director for theaters only, to director of advertising, publicity and promotion for all activities; Martin Roberts, previously director of promotion for NTA, to director of advertising and promotion for television; Pete Latsis, formerly assistant director of advertising and publicity for theaters, to director of advertising and publicity for theaters; and Dean Hyskell, formerly in the theaters advertising and publicity department, to West Coast director of tv publicity. He replaces Alfred E. F. Stern, who has been named western director of publicity for Cinemiracle Pictures Corp., the NT&T subsidiary which is producing and distributing "Windjammer."

Harry Algus will continue as East Coast director of television publicity, with offices in New York. #

NBP Issues Revised By-Laws

National Business Publications has released copies of its revised "By-Laws and Principles of Practice." Chairman of the NBP committee responsible for the revision and publication is Raymond Coombes, exec vp, Mechanization Inc., Washington.

BALTIMORE IS AN EVENING PAPER MARKET

---AND THE BALTIMORE NEWS-POST ITS LEADING EVENING NEWSPAPER!

Baltimore merchants **know** this! That's why they put practically all their advertising dollars "on the line"—in the evening newspapers!

Baltimore Is An Evening Paper Market

Evening newspaper circulation represents 97% of all occupied dwelling units in the A. B. C. City Zone. And of these, The Baltimore News-Post delivers the most.

When you advertise in the News-Post, you're reaching the market you want to reach—the Big Market, the Buying Market, the Evening Paper Market!

The Fresh Point of View

The Baltimore News-Post is the biggest selling evening newspaper in the Baltimore area. It gives its readers the most complete, up-to-the-minute news coverage—it analyzes the news in depth—it provides entertaining and informative features for every member of the family—and, it's famous for its modern, "fresh point of view"!

Call in Your Hearst Advertising Service Representative

Plan now to present your product to the Baltimore buying public when it's most receptive to your message — in the pages of The Baltimore News-Post.

LOCAL ADVERTISERS PUT THEIR MONEY IN THE EVENING PAPERS

Media Records Prove It:

In 1959, the NEWS-POST carried 6,611,125 more lines of Retail Advertising than the morning paper!

Source: Media Records

The Baltimore News-Post

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. • OFFICES IN 15 PRINCIPAL CITIES

General Mills Repeats Cereal Sweepstakes

MINNEAPOLIS, April 14—General Mills is following up last year's $250,000 breakfast cereal sweepstakes with a promotion featuring new cars as top prizes and tying together nine ready-to-eat brands.

Seventy-two new Corvairs will be given away as first prize, 180 gasoline-powered kids miniature Corvettes for second prizes and 9,000 scale model Chevrolet convertibles for third.

The promotion will follow the 1959 pattern with separate sweepstakes for Cheerios, Wheaties, Corn Kix, Trix, Jets, Coco Puffs, Hi-Pro, Pick-a-Pack and Frosty O's. Four prize drawings for each brand are planned for May 16, June 6, June 27 and July 25, plus a special drawing Oct. 3 for a $1,000 prize for entries received after July 25.

■ To enter any sweepstakes, consumer submits his name and address on a postcard. Complete rules and promotion story are on specially marked cereal packages, the front panel of which calls attention to the sweepstakes.

Advertising support includes one-minute commercials on 14 General Mills television programs and full-color spreads in *Life* April 18 and *Look* April 26. #

Continuity Discount Plan Boosts Linage for 'Courier-Journal'

NEW YORK, April 14—Douglas Cornette, assistant general manager of the *Louisville Courier-Journal* and *Times*, told the New York chapter of the American Assn. of Newspaper Representatives today that continuity-impact-discount plans provide an immediate answer to shrinking national newspaper linage.

Mr. Cornette said the Louisville newspapers, after six months of operation, have signed 27 advertisers to C-I-D contracts. He said advertisers that finished 26 weeks on the plan were paid or credited with discounts of some $44,000.

Net revenue for the newspapers during the period amounted to $159,000 on a 208,000-line increase on the accounts, Mr. Cornette said. #

Hayden Names Ahrensdorf

Robert E. Ahrensdorf was named publisher of existing Hayden Publishing Co. properties this week. James Mulholland Jr. and partner T. Richard Gascoigne will relinquish publishing direction to work on expansion, and have taken new posts in the company—Mr. Gascoigne as chairman of the board, Mr. Mulholland as president. Mr. Ahrensdorf has operated Robert E. Ahrensdorf Co., Los Angeles, a representaitve company which handled Hayden's *Electronic Design* for seven of its eight years. The Ahrensdorf company is being closed, and two of its employes—Samuel I. Ehrenclou and John V. Quillman—will join Hayden as soon as contractual obligations to other publishers have been fulfilled. They will head regional sales offices in San Francisco and Los Angeles.

Mr. Ahrensdorf was a vp of Rogers Publishing Co. before setting up his own business. At Hayden he will have operational control of *Electronic Design*, *Electronic Daily* (which is published at major conventions) and *Electronic Designers' Catalog*, a new catalog reference file. Hayden will move to 850 Third Ave., New York, early in 1961.

HARDWARE WEEK GOLD KEY VALUES
FEATURING HOUSEWARES TOOLS SPORTING GOODS PAINTS
CASCO
12 FAMOUS BRANDS
WIN 3
449 OTHER PRIZES

WITH VALUABLE PRIZES—*Twelve manufacturers share this color spread for "Hardware Week Values" sponsored by the National Retail Hardware Assn., Indianapolis, and its 37 affiliated associations, in the April 30 Saturday Evening Post. The ad also promotes a contest in which prizes include three Rambler American station wagons, with gold ignition keys tying in with the ad. A 12-page booklet insert in the ad tells the story of each product. Fuller & Smith & Ross, Cleveland, is the agency.*

First Steps Toward More Uniformity Made by ABC, BPA

NEW YORK, April 12—Audit Bureau of Circulations and Business Publications Audit of Circulation have agreed to try to work out a greater uniformity in the breakdown of circulation statements of business publications.

Officials of the two auditing organizations met here Friday at the invitation of the Assn. of Industrial Advertisers in "an exploratory meeting to determine whether or not there were areas in which greater uniformity could be achieved."

It was agreed that AIA's media practices committee would "select certain industry fields and invite publisher members of both the ABC and BPA serving those fields to meet, under AIA sponsorship, with representatives of the two audit groups."

Harold A. Wilt, associate media director for business publications at J. Walter Thompson Co. and chairman of the media practices committee, said no field had been selected as yet. He added, however, that the media practices committee would select a subcommittee composed of space buyers to meet jointly with the publishers and audit representatives.

■ Those who attended the meeting Friday were: Walter P. Lantz, marketing director of Shulton Inc. and chairman of the ABC policy committee; Alan T. Wolcott, exec vp of ABC; Leo H. Smith, vp and chief auditor of ABC; Howard G. Sawyer, vp of James Thomas Chirurg Co. and chairman of BPA; Adin L. Davis, president of BPA; Thomas J. Campbell, vp of BPA; William H. Schink, vp and media director of G. M. Basford Co., and John Freeman, president of AIA. #

Bridgeport Brass Switches $250,000 Account to MRG&R

Bridgeport Brass Co., Bridgeport, Conn., has named Marsteller, Rickard, Gebhardt & Reed, New York, to handle its industrial products division, estimated to bill $250,000, effective June 1. Selection of Marsteller, ending a 23-year relationship with Hazard Advertising, was made from among 14 agencies interviewed by the company.

The company said it wanted a "fresh objective look" at its advertising and sought more creativity and agency services. Bridgeport said it hoped Burson-Marsteller, the agency's public relations affiliate, will give it "needed strength" in "product services."

Rogers Takes Honors in Western Business Publications Awards

LOS ANGELES, April 12—Rogers Publishing Co., Englewood, Colo., took top honors at the 9th awards of merit competition for western business publications, sponsored by the Western Society of Business Publications, by winning two first place trophies and four awards. The awards were won by *Design News*, *Electrical Design News* and *Purchasing News*.

The presentations were made for the Society by Bill Lane Jr., publisher of *Sunset Magazine*.

The complete list of award winners: Grand prize, *Design News;* outstanding publication averaging under 48 pages, *Western Material Handling;* outstanding editorial feature, *The Lumberman*, first, with awards to *Media Agencies Clients* and *Western Metalworking;* news reporting, *Western Aviation*, first, with an award to *Media Agencies Clients*.

■ Editorial leadership, *Pacific Travel News*, first, with awards to *Commercial Bulletin*, *The Rangefinder*, *Design News;* special issue, *The Lumberman*, first, with awards to *The Timberman* and *Purchasing News;* sales promotion, *Western Metalworking*, first; layout and art work, *Pacific Architect & Builder*, first, with awards to *Datamation* and *Electrical Design News;* covers, *Electrical Design News*, first, with awards to *Design News* and *Western Aviation*. #

Pfizer Denies Ads Had 'Wrong' Facts

WASHINGTON, April 14—Chas. Pfizer & Co. told the Federal Trade Commission today that ads for Enarax contained "no false representation of a material fact."

The statement was in reply to FTC's Feb. 11 complaint charging that Pfizer's promotional material to doctors credited Enarax with research results which actually applied to a different drug.

Pfizer's reply denied that it had advertised that all references listed in the advertising material related to Enarax. It admitted, however, that when the drug was first offered for sale it had not been clinically tested on 512 patients, and that some of the references did not relate to Enarax, but only to certain of its components. #

WPIX Promotes Miss Nelson

Elena Nelson, formerly assistant publicity manager of WPIX-TV, New York, has been promoted to manager of publicity.

Give Public Improving Entertainment, N. Y. Art Directors Conference Urged

NEW YORK, April 15—The Art Directors Club of New York surveyed the international scene in its fifth annual visual communications conference this week. (The club this week also made its annual editorial and advertising art awards. Top winners are shown on Page 170.)

The program was as diverse and far-flung in scope as its international theme, enabling the audience to study the visual communications, among other things, of English advertising and a pair of bikini-clad models cavorting in a shower at one end of the conference room (to reenact the photographing of a *McCall's* editorial feature).

■ The result was a conference that often was as entertaining as it was informative and provocative, and one that the 400 attendees seemed to enjoy. When the first day's session ran an hour overtime, most of the audience enthusiastically sat it out, on straight-backed chairs, until 6 p.m. and the program's end.

Throughout the two-day session the thread of continuity was a plea for quality and better taste. Herbert Mayes, editor of *McCall's*, and Otto Storch, art director, said that in their 17 months of restyling *McCall's*, they had found that the better the typographical design they used in the magazine, the better design their readers expected. "We've found that once given a taste of good typography, our readers are disappointed and let down if more isn't forthcoming," Mr. Mayes said.

The title of his speech was, "How far can you go with women?" But Mr. Mayes said the real question was, "How far do you dare not to go?"

"You can be too expensive for the mass audience but you can't be too good. The flaw in the concept of editing for the average," he said, "is that we cannot be average without being as absolutely close to the bottom as to the top."

■ In the keynote address Sylvester L. (Pat) Weaver Jr., chairman of the board of McCann-Erickson Corp. (International), urged the group "to lead boldly to change and to improve." He protested ADVERTISING AGE's editorial in its April 4 issue which observed that the general objective of broadcasters is to give the public what it wants; and that the public can have any kind of fare it wants, as long as it wants it badly enough and in sufficient quantities.

Lamenting this as "antediluvian" type of thinking, Mr. Weaver maintained that "people can only want what they know. They can't want something they don't know about." As an example he cited the opposition he faced when the first spectaculars were proposed.

■ Media must constantly strive "to give people more wonderful fare and to sell them the wonder of it," he said, "to show them what a world there is for the average person in the miracles we have available for him."

Mr. Weaver sees the world entering a new glorious period—the adulthood of man—where communications will play an important part in creating a wide uniformity of people. Status striving will be replaced by finding pleasure and self realization in information and culture, he believes. "People try to keep up with the Joneses because they don't know any better," he said.

In tv scheduling, he urged that broadcasters draw from the treasury of mankind. "Find the story that is a credit to the human race instead of the atrocities . . . Try to cover the real world. Let Hollywood stay the merchant of dreams; radio and tv need the concert hall, the lectern, the ballet stage, etc.," he said.

■ Humor in British advertising was surveyed by Margaret Sweeney, member of the Council of the Creative Circle of London and a freelance art director there. Most British admen, she said, look upon the prewar days as the halcyon days of humor.

"Today it isn't easy to handle humor in the agency. We creative people are suffering from the dead hand of postwar advertising bureaucracy, and humorous advertising, like good fruit, soon loses its bloom if it's handled by too many people," he remarked.

■ "You need a client, a singular client, *one* man who makes decisions on his own judgment and on yours, who isn't content that his advertising shall be just 'not wrong,' but will stake all on being divinely right."

Humor in Britain, she said, is used primarily "in the product categories that the public has come to accept as of basically high standard. In categories like beer, cigarets, petrol, bread, where any product advantage is marginal, advertising on the basis of product plus has very little point, and runs the risk of selling the category as a whole rather than your brand. If you can step out front with humor, and the right kind of humor, you can really win." #

Lanvin Parfums Will Waft Way Back to North

NEW YORK, April 15—Lanvin Parfums Inc. has switched back to the agency it left in June, 1958—North Advertising—effective May 15.

Lanvin, importer of perfumes, toilet waters, dusting powders and bath requisites, left North two years ago, dividing its account, then estimated at $1,000,000, between Dowd, Redfield & Johnstone (radio and tv) and Wesley Associates (print).

Dowd, Redfield & Johnstone merged last year to form Cohen, Dowd & Aleshire.

North will handle both portions of the account, now estimated to bill between $1,000,000 and $1,500,000.

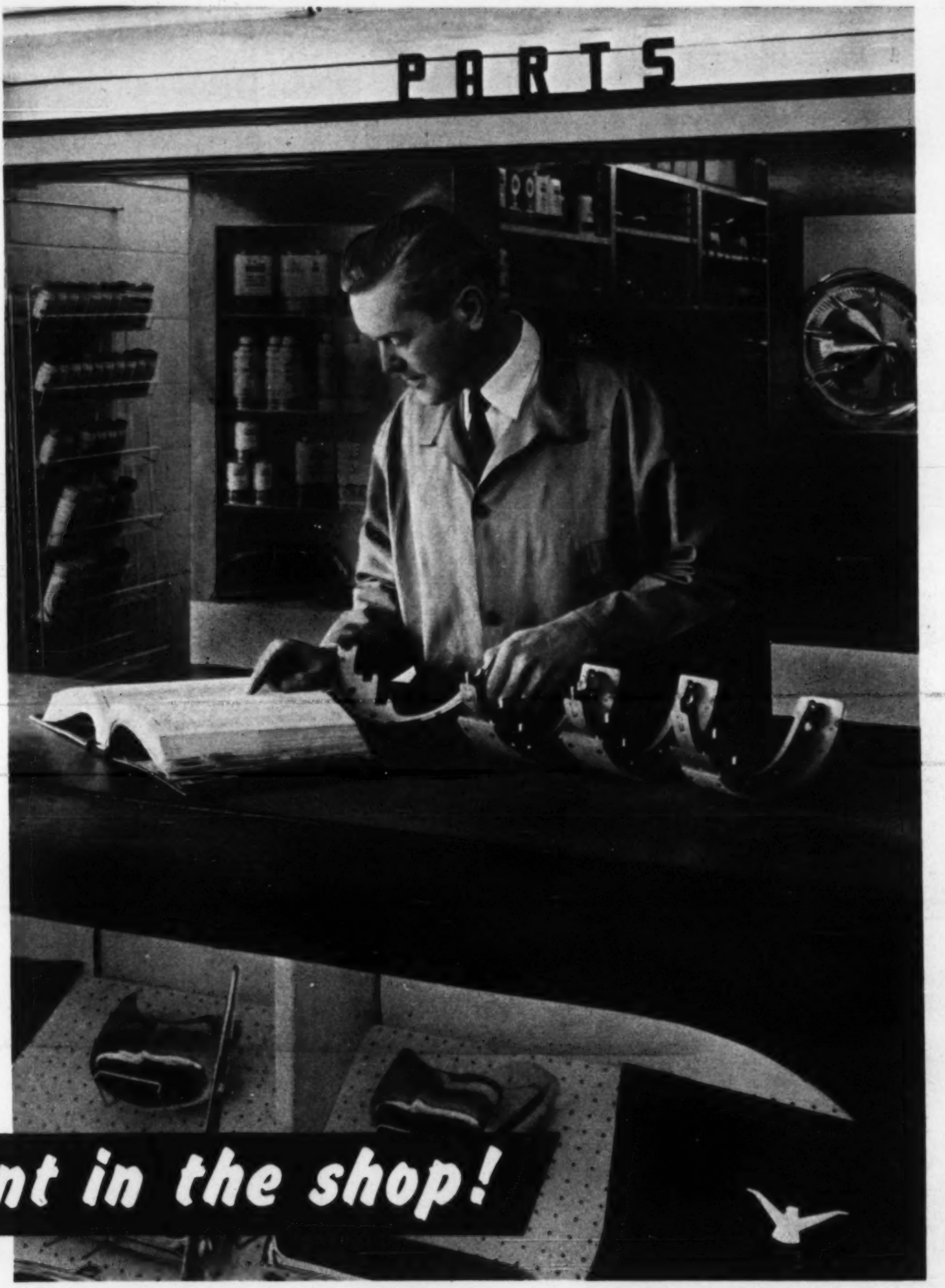
Branham Names Three

Joseph P. Aley, formerly a member of the radio sales staff of Weed & Co., has been named a radio account executive of Branham Co., New York, media representative. Leif Line, formerly with Montgomery Ward & Co., has joined Branham in the promotion and research department. Branham has transferred Charles Rembert, an account executive, from the Dallas to the San Francisco office.

Hilton & Gray Opens Branch

Hilton & Gray Advertising Agency, Tampa, Fla., has opened a branch office in Lakeland, Fla., in the Daugherty Bldg. Charles R. Gorsuch, a member of the *Tampa Morning Tribune* advertising staff for eight years, has been named manager of the office.

Small car in the showroom...



Big investment in the shop!

Every new line displayed in America's new-car showrooms calls for new parts, accessories and service equipment worth millions of dollars annually. Even the small car, like its big brother, requires its own special tools for efficient service, its own finish colors, its own dress-up accessories, and replacement parts ranging from fan belts and spark plugs to wheel bearings and brake shoes!

Yes—the car and truck dealer market is bigger than ever today!

Are your automotive products and services known to the dealer executives, parts and service managers who control the purchasing in the huge car and truck dealership market?

Your sales message *can* have the attention it deserves if it's delivered every Monday morning with the other important news 28,000 dealer-subscribers look for and find in AUTOMOTIVE NEWS.

The only weekly "Newspaper of the Industry," AUTOMOTIVE NEWS explores trends in sales-service, introduces cost-saving dealer service methods, analyzes profitable fleet maintenance, and spells out the current word on traffic-builders in the shop and showroom. Small wonder it's been the dealer's Number One Fact-Source for 35 years, just as it has been "must" reading for factory executives and top-echelon engineering, styling and sales personnel throughout the industry.

AUTOMOTIVE NEWS can do an equally profitable job for you by telling your product story to more than 43,000 influential subscribers* who are on the threshhold of perhaps the biggest boom in automotive history.

The *time* is right, the *market* is right, and the *media* is right! See your AUTOMOTIVE NEWS Representative soon for the full story of successful, resultful advertising in AUTOMOTIVE NEWS.

*85% of whom renew annually at the regular $9 rate. They're offered no premiums, cut rates or other special offers.

REPRESENTATIVES

NEW YORK: Edward Kruspak, Howard E. Bradley, Room 707, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, Room 903, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

Vol. XXXIII, No. 3690

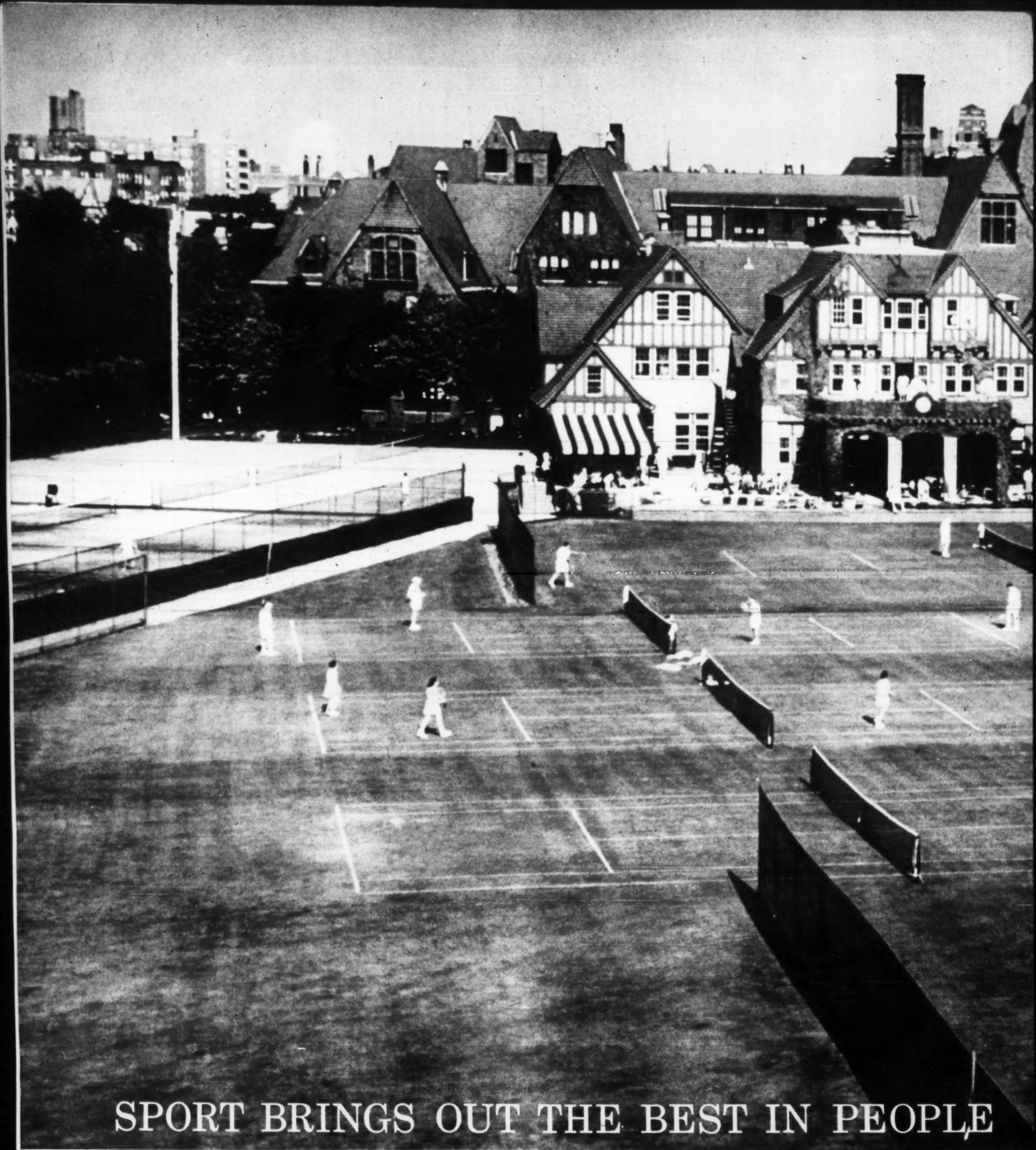
DETROIT

$9 Per Year, 25c Per Copy

Survey Finds Sales and Profits Improved . . .

Market Strength Cheers Dealers

Top Cars



SPORT BRINGS OUT THE BEST IN PEOPLE

and Sports Illustrated brings out the best of people...

FOREST HILLS BY JERRY COOKE

—900,000 active families of them every week. They wouldn't be reading a sports magazine if they weren't active people — and it follows that such people simply have more needs and opportunities to get around (as at Forest Hills, above); to entertain their friends; to drive their cars; to travel; to keep fit and healthy; to dress up in their best. Active people make active markets. It just stands to reason that you sell more to people who do things. That's why advertising looks right, feels right and is right in SPORTS ILLUSTRATED.

SPORTS ILLUSTRATED

THE
FIRST
MARKET
TO
BUY

The Editorial Viewpoint . . .

Conformity, Thy Name Is Mud

Nelson Bond, president of the publications division of McGraw-Hill Publishing Co., is responsible for a new set of four horsemen, whose deadly effect is to be avoided like the plague.

Speaking to a companywide conference in Atlantic City last week, Mr. Bond warned his fellow workers against "the four horsemen of conceit, complacency, conservatism and conformity." While his warning was intended for the publishing business, it applies with equal aptness to the advertising world and, indeed, to business in general.

Three of Mr. Bond's horsemen are well known in advertising as well as in publishing circles, and while they are deadly foes to progress, conceit, complacency and too much conservatism are easy to spot and are generally recognized as evils, even if they are not especially easy to eradicate.

Conformity, however, is a matter of a different stripe, because it so frequently wears the surface appearance of wisdom if not of virtue. The conceited man is sneered at, the complacent man is pitied along with the too-conservative; but the conformist seldom suffers personally and immediately from his conformity. On the contrary, it is the non-conformist who collects the slings and arrows of his fellow men, at least until fashion or fortune or both smile on him. And then, of course, his steps are dogged by the hordes of conformists, hastening now to conform to the accepted.

In a very real sense, this is the greatest problem of the advertising business, and perhaps of the publishing business. The overwhelming bulk of the business consists of conformists, who are afraid to strike out in new directions, who cannot and will not take a chance, who are unwilling and unable to explore new paths—but who nevertheless are so unsure of themselves and the paths they travel that, once a non-conformist strikes off in a new direction and shows signs of accomplishing something by doing so, all the conformists must follow in his wake, conforming now to the new conformity.

Any business in which ideas are everything, as is true of advertising and very largely of publishing, must welcome non-conformists with open arms if it is to continue to grow and prosper. Change is the essence of such a business, and change can be initiated only by people who are dissatisfied, in one way or another, with the *status quo*.

Eager, restless searching after new ideas and new methods, new approaches to problems and new solutions, makes for progress in every field. In marketing and advertising it is almost everything. But we hasten to add that we are not talking of gadgetry or mere cleverness. We are talking about building soundly and carefully on proven basic principles, but with no concern for the dead hand of custom or conformity.

Making Sense with Premiums

There seems to be some indication that the premium business is returning to the sound basis on which it once rested, and one wonders how much the fantastically successful rebirth of the trading stamp has to do with it.

At least two speakers at the recent Premium Advertising Assn. meeting emphasized the importance of premiums in keeping buyers sold instead of inducing new buyers to try the product. One—Michael J. O'Connor of Foote, Cone & Belding—said flatly that much premium promotion is aimed at the wrong target. "A premium," he said, "like any other kind of promotion, must attract the customer who will buy again and again, and not concentrate solely on the fickle, indifferent buyer who buys your premium this month . . . then goes on to buy the product making the best offer the next time she's in the market."

And David H. Trott, overseas ad manager for Procter & Gamble, said that the "Cracker Jack" technique of a premium in every package is growing more and more important in selling detergents outside the U. S.

The sampling element in premium use has been too much emphasized in recent years. While this is an important and valid reason for their use, if carefully conceived and executed, premium promotions can serve much more effectively to hold customers and to build up brand loyalty.

Why Statisticians Blush

In last week's ADVERTISING AGE, that unexcelled wielder of the goad, E. B. Weiss, took another crack—and a lusty one—at the unreliability of marketing statistics, including especially federal government statistics.

We agree in large measure with what he says. But not entirely. The statisticians have not been perfect by any means, but by and large they have been reasonably honest. They have been aware of the shortcomings of their figures, and in many instances have warned about them. But marketers, eager for the complete and total answer, have frequently insisted that projection was fact, and that guestimates were gospel.

Gladys the beautiful receptionist

—**Bill Arter, creative director, Byer & Bowman Ad Agency, Columbus, O.**

"He wrote that their 'cease and desist' order was not only ridiculous, it was redundant!"

What They're Saying . . .

The Soft Assailant

"Even the commercials were good," said the barber.

This rare comment was expressed by the barber cutting the hair of the customer seated in the adjoining chair.

I stretched my ears.

"Most interesting," he continued. "Showed you right on the screen how the search for oil went on, how it was located, how it was brought to the top. Passed up getting a fresh bottle of beer to watch it. The show was all right too, written by one of those foreign fellows named Ibsen. Wrote other plays the kids read in school. But he knows his stuff."

If proof were needed, there it is, that tv commercials do not have to assail ears and eyes, with insult to the intelligence or native wit for good measure.

The barber didn't identify the program. But if he had, I wouldn't plug it here. The sponsoring company is in the oil business, that's for certain, with smart public relations brains, for a change, in its advertising agency.

—**From the Editor's Notebook, by Leigh Danenberg, editor-publisher, Bridgeport Herald.**

Subliminal Forecast, 1898

The completion of the experiment—not yet attempted—would lie in exposing the character (e.g., a letter flashed on a screen and associated with a picture) alone for too brief a time to be seen, and noting whether it then would be able to reproduce the picture to which it was associated.

—**From E. W. Scripture's The New Psychology, published in New York, 1898.**

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops.** Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles.** London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The sudden move of a major account from Kenyon & Eckhardt to Batten, Barton, Durstine & Osborn proved that at Pepsi-Cola they haven't forgotten that famous slogan featuring the bounce.

•

Companies which supply free records to broadcasters seem to be getting a good return on their investment from the generous credits now provided to "sponsors" under the latest FCC ruling.

•

Armour's presidential poll through its 22,000,000 coupon mailing will produce a huge response, indicating either a keen interest in politics or an equally keen interest in the $100,000 prize list.

•

Charlotte Montgomery continues to annoy professional designers by constantly suggesting that their packages should enable the user to open them to get at the product, and tell her how to handle and use it.

•

When Arnold Palmer sank his last putt in the Masters tournament to get a birdie and the championship, he displayed the cold nerve which would qualify him as a burglar or the new-business man of an advertising agency.

•

It's been a long, hard winter, but baseball is here again, and as far as fans and hot dog vendors are concerned, God's in his heaven and all's right with the world.

•

Ratings are not the sole basis for tv buys, Lorillard's Gruber is quoted as saying.

That's right, but he still likes to know how his show is doing versus the competition.

•

That cigaret-lung cancer case now being tried in Pittsburgh probably doesn't offer any very difficult legal problems, but just the same the tobacco industry could manage very well without the publicity.

•

The wedding of Princess Margaret will be televised to the world, and dignity must be the watchword.

No former suitors may be interviewed on the station breaks.

•

The Creative Man praises the Gillette ad announcing the Super Blue Blade, and fortunately this time the product is just as good as the publicity.

•

The ITU is trying unusually hard to settle the newspaper strike in Portland. It's always embarrassing to the labor tycoons to find out that their customers can get along without the services of their dues-paying members.

•

A Michigan fishing-reel manufacturer says his advertising is helping him to fight off the threat of Japanese competition.

And that, from any standpoint, is a good angle.

COPY CUB.

out where
61% of the
food sales
are
made...

In Delaware Valley's suburbs,
The Daily Inquirer is read
by 27% more women than
the major evening newspaper.*

So, if you want to sell more where they're buying more—put your advertising in The Inquirer!

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,406,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

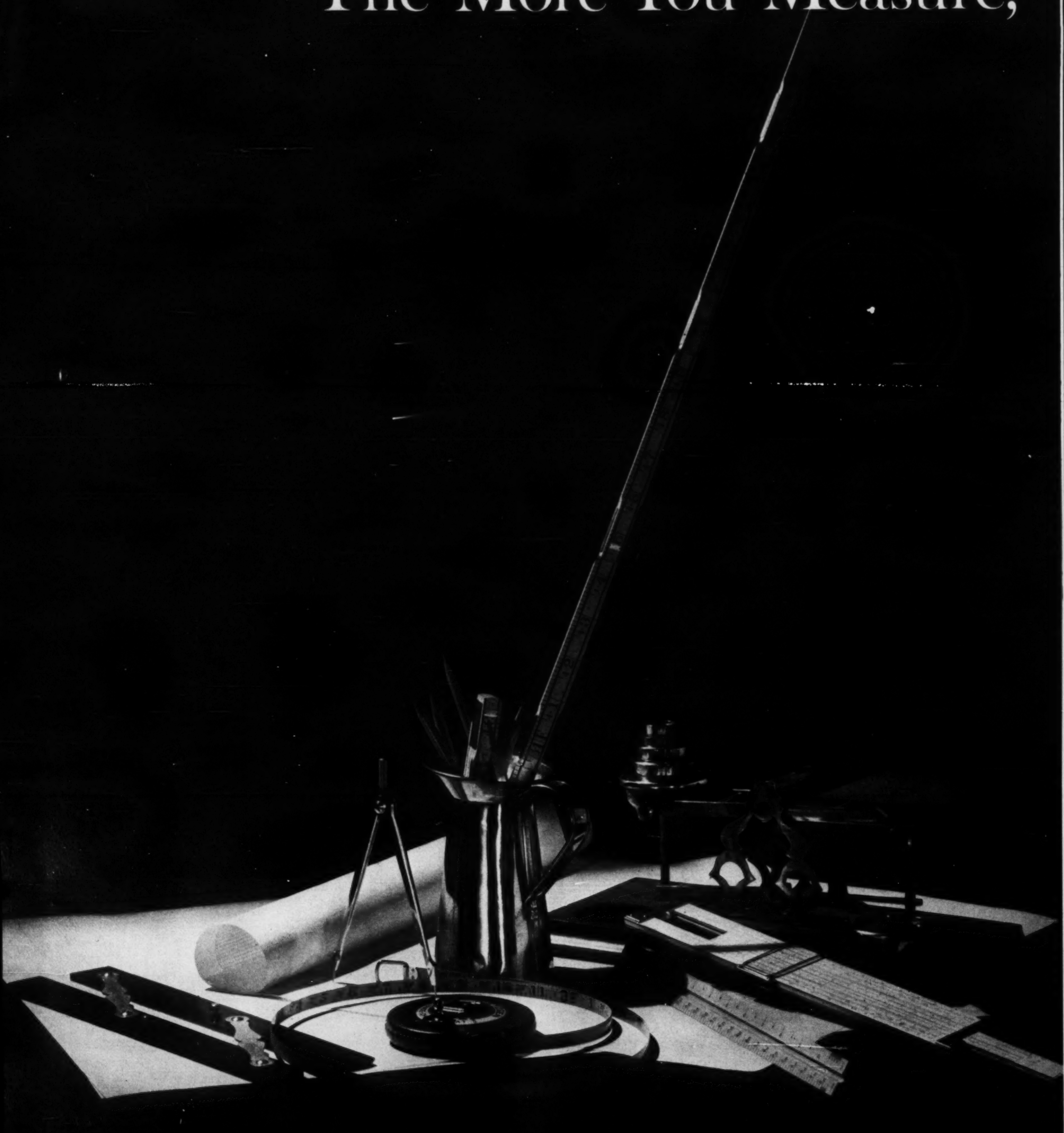
CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

The More You Measure,



INSTRUMENTS BY DIETZGEN

The More You'll Treasure

the BRIDE'S *magazine*

Even to the ad man with a bad case of electronic-itis, a few moments of reflection will make it apparent The Bride's Magazine is a medium for fulfilling his destiny — i.e. selling his clients' merchandise.

Or, to the media buyer who uses a "cost per page per thousand" yardstick to measure *all* magazines — selective as well as non-selective.

Why? Because you can measure the audience of The Bride's Magazine by the most accurate yardstick yet devised: *Cost per page per 1,000 Primary Prospects.*

By definition, a Primary Prospect is a reader able, willing and about to buy your product.

And, there are far more Primary Prospects per 1,000 circulation for a great variety of products among the readers of Bride's than among the audience of any other consumer magazine.

Why? Because brides need everything new and everything now — they're able, willing and about to *buy it now!*

Pick out your favorite media yardstick, try The Bride's Magazine for fit, and judge for yourself.

CIRCULATION? The Bride's Magazine delivers far more paid circulation per issue than any other bridal magazine.

	ESTIMATED TOTAL PAID CIRCULATION PER ISSUE, 1960
THE BRIDE'S MAGAZINE	**160,000 copies***
Modern Bride	137,500 copies#
Bride & Home	105,000 copies†

**Publisher's advertising rate base, 1960 #Average circulation per issue based on annual circulation guarantee, 1960 †Estimate*

RETAIL IMPACT? The Bride's Magazine far out-performs all other bridal publications in retail store tie-in advertising.

LOCAL RETAIL NEWSPAPER TIE-INS, 1959

	ADS	LINAGE
THE BRIDE'S MAGAZINE	**731**	**193,746**
Bride & Home	353	148,923
Modern Bride	316	72,210

Advertising Checking Bureau Reports, 1959

ADVERTISING LEADERSHIP? The Bride's Magazine is #1 with advertisers in both pages and revenue.

	TOTAL PAGES	GROSS REVENUE
THE BRIDE'S MAGAZINE	**697.81**	**1,857,927**
Modern Bride	588.35	969,397
Bride & Home	332.80	Not Reported

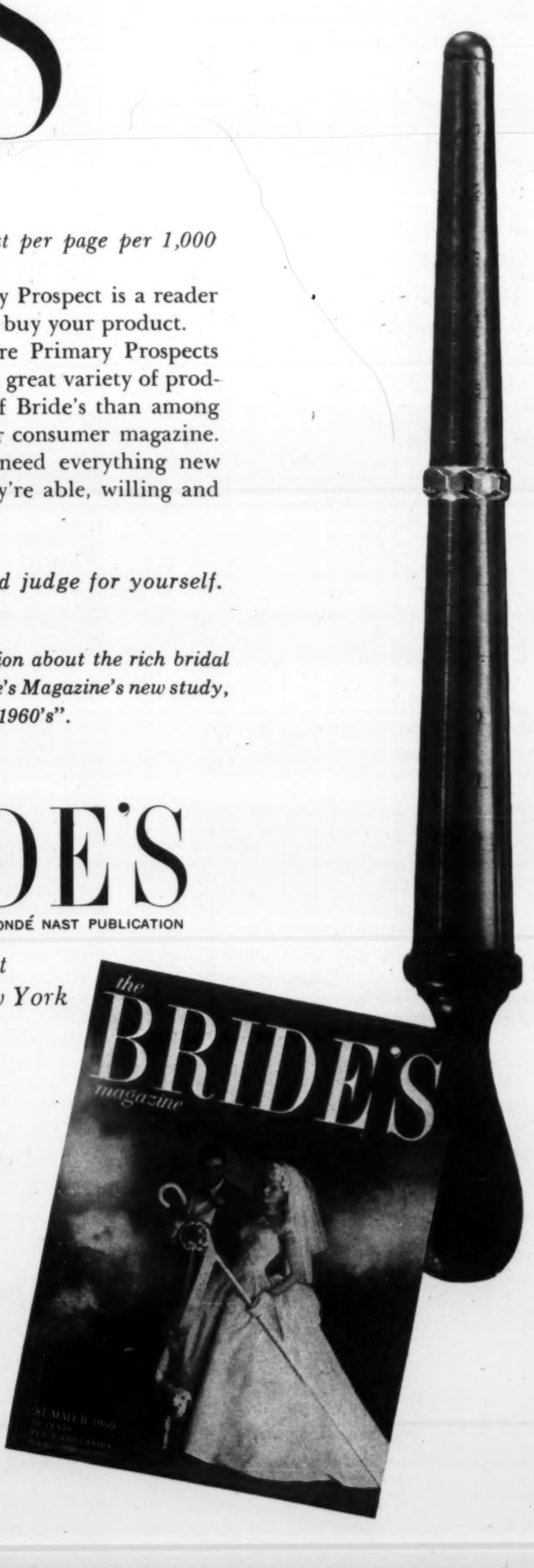
Publishers Information Bureau Reports, 1959, except for Bride and Home

If you would like information about the rich bridal market, ask to see The Bride's Magazine's new study, "#1 Sales Prospect for the 1960's".

the BRIDE'S *magazine* A CONDÉ NAST PUBLICATION

60 East 42nd Street
New York 17, New York

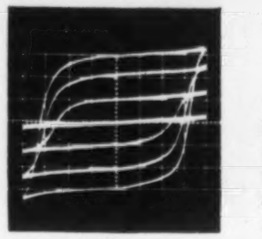
ATLANTA
BOSTON
CHICAGO
LOS ANGELES
MIAMI
SAN FRANCISCO
MEXICO CITY
TORONTO



Honoring the Minds that meet the Challenge of the '60s... **IRE** remembers the MAN

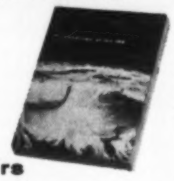
J. A. Rajchman

...for Improvements in Communications



1960's *Morris Liebmann Memorial Prize* goes to J. A. Rajchman, of RCA Laboratories, for helping develop magnetic devices to process information. IRE is proud to honor Mr. Rajchman, and to salute all who, in this challenging decade of the '60s, work for the advancement of the radio art and apply it to the betterment of our lives.

For a share in the present, and a stake in the future, make your product NEWS in



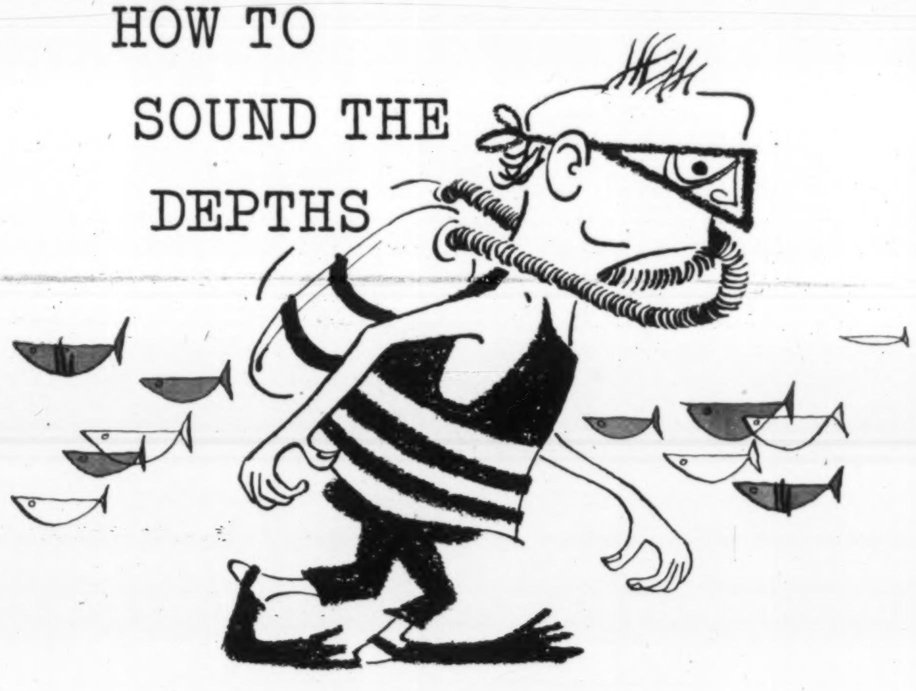
Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

REMEMBERS THE MAN

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

HOW TO SOUND THE DEPTHS



(OF YOUR MARKET)

You can forget about divining rods, bathyspheres and high frequency oscillators. With the help of Mass Mail, you can plumb the depths of your market at relatively little cost and great profit.

The publisher of a high priced book set has successfully used Mass Mail to expand what was originally a limited market of intellectuals. He is now selling complete libraries and accessories to a broadened parent and leisure market.

Lemarge assisted in the initial exploration and testing of these new markets. Our knowledge of Mass Mail techniques was used in the selection of test markets, creation of art and copy, production and processing.

This knowledge is the result of years of pioneering experience in the field of Mass Mail. During that time, Lemarge has developed new approaches and methods for market and product testing, evaluation of data, mechanical production and processing of direct mail, and the creation of sales-reaping art and copy.

Lemarge is currently cooperating with some of the nation's biggest advertisers in the production of Mass Mail advertising that reaches the heart of every type of market. Perhaps we can perform a similar service for you.

LEMARGE Mass Mail Specialists

Lemarge Mailing Service Company, 417 So. Jefferson St., Chicago 7, Illinois

Getting Personal

Harold Middleton, retiring media director of BBDO, Pittsburgh, was given a farewell luncheon by eight consumer magazine salesmen and presented with a sterling silver cigaret case to honor his 42 years in the agency business . . . Another retiring BBDOer, is **A. W. (Andy) Neally**, formerly manager and most recently business consultant to BBDO's Los Angeles office. At a cocktail party given by media friends, he was presented with a silver tray engraved with the signatures of his advertising associates . . .

At the National Assn. of Broadcasters meeting in Chicago: Two new fathers taking a bow—it was a girl, Sussannah, for the **Jack Hardestys** in San Francisco March 25. He heads the SF office of Hamilton-Landis & Associates; his wife, **Patricia**, is president of Patrician Films. For NAB government relations manager **Vincent Wasilewski** and his wife, their first boy, fifth child, Thomas Vincent born March 29 . . . **Janet Byers**, advertising and sales promotion manager of KYW, Cleveland, interrupted her honeymoon to appear on the BPA panel at the closing day's session of NAB. Janet was married April 2 in Kentucky to Donald Saylor, former golf pro now an executive with Ohio Bell Telephone . . . Among ex-broadcasters in attendance at the convention was **Mark Woods**, onetime ABC president, now in the real estate business in Sarasota, Fla. . .

TESTIMONIAL DINNER—*J. H. Butler (right), vp and general manager of the Houston Chronicle, was honored at a special testimonial dinner April 1 marking his 50th anniversary with the newspaper. John T. Jones Jr., Chronicle president (left), paid him tribute and reviewed his half century with the newspaper. Mr. Butler began his career in 1910 as an office boy.*

Bill Conrad, who sells the automotive space in *The New Yorker*, completed 20 years on the magazine April 6, and eleven of his friends gave him a surprise luncheon at Pierre's April 5. **Arne Gittleman**, ad director of *Sports Cars Illustrated*, lured him to the lunch. The main gift was an Arbath muffler for Bill's Porsche 1600 coupe. In attendance: **Jack Rice**, Cunningham & Walsh; **David Ash**, Inskip Motors; **Wolfgang Robinow**, Mercedes-Benz; **James Touchten**, Jaguar; **Bruce McWilliams**, Saab; **Bob Hewetson**, *New Yorker;* **Gerry Martin**, International Automobile Show; **James LaMarre**, Peugeot; **Robert Schnelzer**, Benton & Bowles; **Milton Moskowitz**, ADVERTISING AGE . . .

Herm Schneider, sales manager for WISN, Milwaukee, is back home with tales of the 70-lb. marlin he caught while vacationing in Hawaii in March . . . Mr. and Mrs. **Murray Hirsch** (he's president of Dunay, Hirsch & Lewis, New York) are off to Europe for five-six weeks' vacation. On the itinerary: Russia . . . **Peter E. Schruth**, ad director for *The Saturday Evening Post*, and Mrs. Schruth leave April 26 for Paris, Amsterdam, London and Dublin. They'll be back May 14 . . .

Roy Thomson, Canadian newspaper magnate who branched out into the Scottish and British publishing field a few years ago, has donated $66,500 to the Edinburgh University Appeal Fund . . .

BBDO vital statistics: Copywriter **Paul MacCowatt** will be married in April to Margaret Gentles . . . Copywriter **Wallis Lawrence** was married March 14 to Eleanor Baker, daughter of **John Calhoun Baker**, president of Ohio U . . . Born to **Marge Kappock**, media, a daughter, Barbara Ann . . . To **Bob McLoughlin**, copy, a daughter, Robin Mary . . . Add misaddresses: Batten Barton Our Sting & Osborne Co. . . Bat Bar c/o D. Osborne . . .

A third child, second son, named Antony Paul, was born March 26 to Mr. and Mrs. **Daniel Bernheim.** Father is senior vp of Reach, McClinton & Co. . .

Flying down to Nassau to be married April 18 are **Tony Spaeth**, Karaghesian account executive at Foote, Cone & Belding, and **Ann Barringer**, coordinator of the Hartford model agency . . .

The Agency Man of the Year award, given annually by the New Jersey chapter of the National Industrial Advertisers Assn., this year goes to **Douglas Brush**, a senior account executive with Keyes, Martin & Co., Springfield, N.J., and secretary of the association . . .

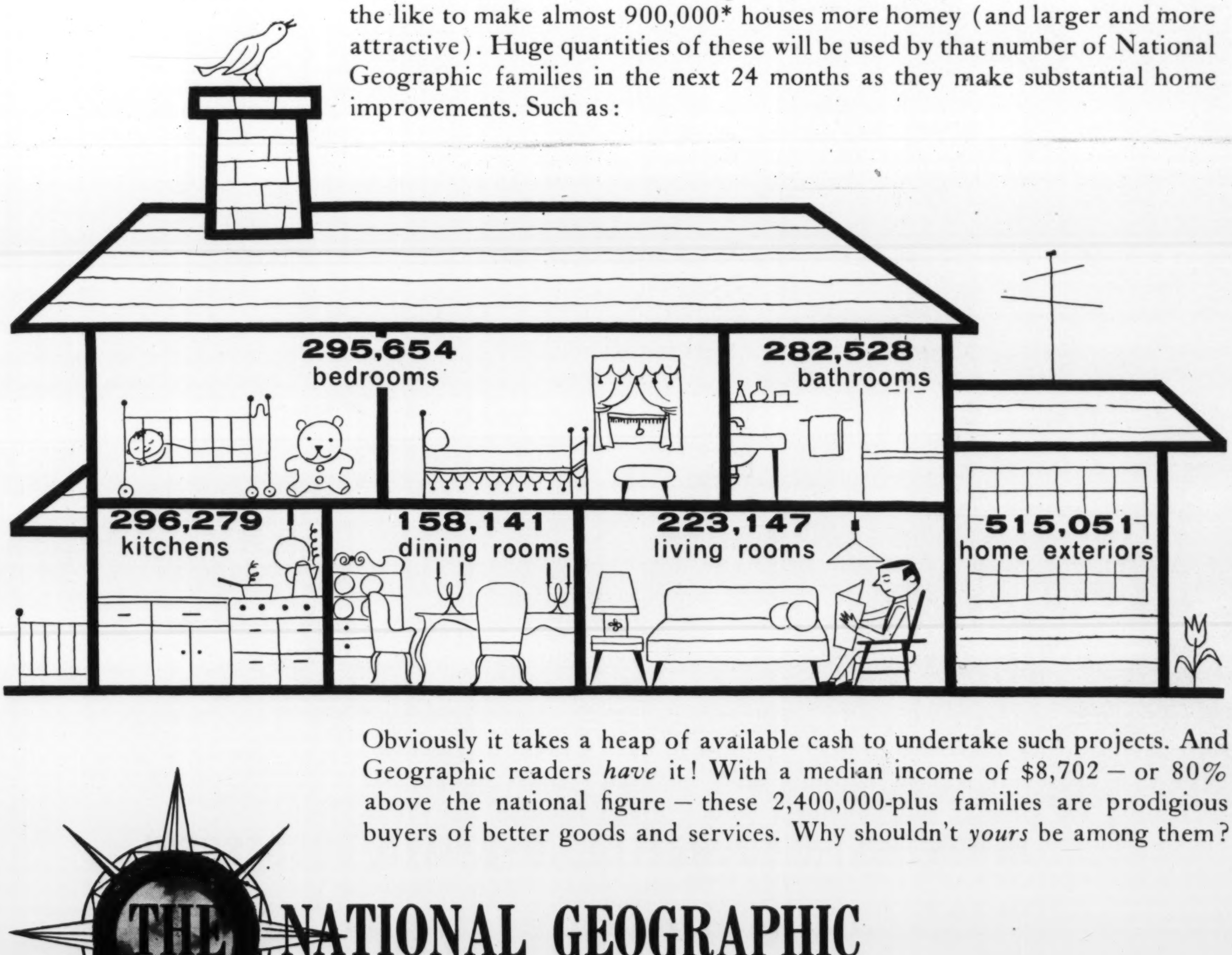
Walt Warner, account executive with the Harold Miller Co., New York, is coaching the New York University Judo Club. He should know how to deal with obdurate clients . . .

Obituary notice: *Viva Madison Avenue!* a new comedy in three acts and six scenes opened on Broadway April 6 at the Longacre Theater, closed April 7. Survivors include **George Panetta**, the author, a Young & Rubicam copywriter, and Buddy Hackett, who played the lead . . .

Donald Winks, ex-William Douglas McAdams account executive, now on the public relations staff of American Cyanamid's international division, will have his first novel, "A Question of Innocence," published in June by Macmillan . . .

where HOME IMPROVEMENTS *are planned, you're likely to find a Geographic family!*

It takes a heap o' paint, building materials, wallpaper, floor coverings and the like to make almost 900,000* houses more homey (and larger and more attractive). Huge quantities of these will be used by that number of National Geographic families in the next 24 months as they make substantial home improvements. Such as:


295,654
bedrooms
282,528
bathrooms
296,279
kitchens
158,141
dining rooms
223,147
living rooms
515,051
home exteriors

Obviously it takes a heap of available cash to undertake such projects. And Geographic readers *have* it! With a median income of $8,702 – or 80% above the national figure – these 2,400,000-plus families are prodigious buyers of better goods and services. Why shouldn't *yours* be among them?

THE NATIONAL GEOGRAPHIC
Washington 6, D. C.

---

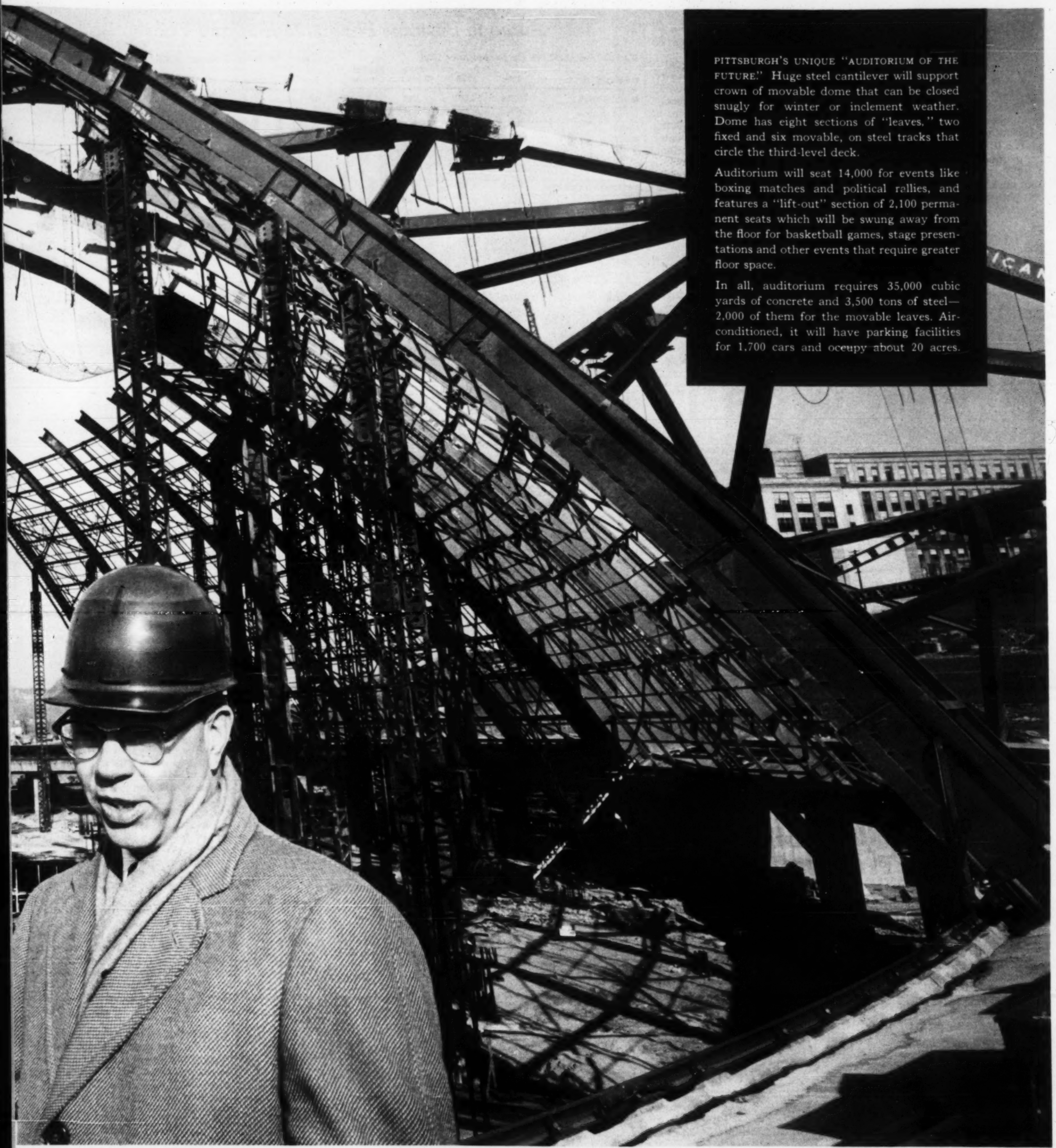
*Just one of many valuable figures from *"Double Dimensions"*, a comprehensive two-part report of our latest audience study. Send for yours. It's an eye-opener!

INVENTIVE, RESOURCEFUL, INFORMED, SUCCESSFUL...

That's H. Rey Helvenston, *Superintendent of Construction for Pittsburgh's new $20,000,000 Public Auditorium.*

Building a huge dome-shaped coliseum with a roof that slides into its own shell is tough enough under ordinary conditions. Add the fact that Pennsylvania law requires at least four separate contracts for the construction of public buildings and you have an invitation to chaos—unless you can find a strong, experienced guiding hand for the post of project coordinator. Unanimous choice for the spot was H. Rey Helvenston, graduate of The University of Illinois, once head of his own contracting company, and an engineer whose broad construction background has always been on the "dollar side" of the business.

Rey Helvenston has had construction in his blood since he was 10, when he began working after school. At 14, he was survey party chief for an engineering firm. And ever since he obtained his degree, he has been attracted to unusual jobs with special problems and hazards. The Pittsburgh assignment is no exception—he performs the coordinating role of the missing general contractor in dealing with the eight separate contractors on the job, and doubles



PITTSBURGH'S UNIQUE "AUDITORIUM OF THE FUTURE." Huge steel cantilever will support crown of movable dome that can be closed snugly for winter or inclement weather. Dome has eight sections of "leaves," two fixed and six movable, on steel tracks that circle the third-level deck.

Auditorium will seat 14,000 for events like boxing matches and political rallies, and features a "lift-out" section of 2,100 permanent seats which will be swung away from the floor for basketball games, stage presentations and other events that require greater floor space.

In all, auditorium requires 35,000 cubic yards of concrete and 3,500 tons of steel—2,000 of them for the movable leaves. Air-conditioned, it will have parking facilities for 1,700 cars and occupy about 20 acres.

as resident engineer for the owner (The Public Auditorium Authority), architects and consulting engineers.

Men like Rey Helvenston—and the engineers, designers, contractors and financial men who team up with him to turn big ideas into big realities—have to keep abreast of new developments in all phases of construction. These are the men who turn to Engineering News-Record each week—as part of their jobs—for the latest news and information on the materials, methods, machinery, money and manpower they need in their work. These are the men you sell when you advertise in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:

Engineers · Architects
Contractors · Owners

ENGINEERING
NEWS-RECORD

HAVE YOU SEEN
ENR's NEW FILM
UNDER THE HARD HAT?
IF NOT, ASK AN
ENR REPRESENTATIVE
FOR A SHOWING. ALL
YOUR SALES AND
ADVERTISING MEN WILL
FIND IT INTERESTING
AND INFORMATIVE.

A McGRAW-HILL
PUBLICATION
330 WEST 42ND STREET,
N.Y. 36, N.Y.

GF Expanding Birds Eye Frozen Baby Foods

Birds Eye frozen instant baby foods, introduced in Watertown, N.Y., a year ago by General Foods Corp., White Plains, is expanding both in markets and in the number of products on sale. The next market introduction is the Rochester area. The line of 17 products is being expanded to 23, with the addition of bananas, prunes, plums, orange pudding, creamed corn and sweet potatoes. With an eye on eventual national distribution, GF is building a plant to produce the foods in Canandaigua.

The baby foods are packaged in boxes containing four single-serving aluminum envelopes, which may be stored in the refrigerator for a month or up to a year in the freezer compartment. One serving, mixed with a quarter cup of water, equals a half jar of conventional baby foods. Young & Rubicam is the agency. Advertising in Rochester will be primarily in newspapers.

WOULD YOU PAY $6.00 FOR AN IDEA?

You actually will get hundreds of ideas with Art Direction magazine. Its 12 monthly issues are packed with illustrations of the freshest, best approaches to advertising and promotion problems in all media. Only $6.00 for more than 1400 pages published annually. 2 years, $10.50.

***subscribe* ART DIRECTION**

A43 19 W. 44th St., New York 36, N. Y.

Ad Volume in Business Papers, March and Year to Date

March/*Volume 3.7% (in pages) over 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	15,429	14,181	+1,248	+ 8.8
Transportation	3,788	3,623	+ 165	+ 4.6
Mining	650	666	− 16	− 2.4
Petroleum & Gas	1,874	1,968	− 94	− 4.8
Construction	7,773	7,680	+ 93	+ 1.2
Food	1,531	1,507	+ 24	+ 1.6
Services & distribution	4,855	4,623	+ 232	+ 5.0
Institutional	3,223	3,087	+ 136	+ 4.4
Government	529	513	+ 16	+ 3.1
Export-import	1,101	1,078	+ 23	+ 2.1
Farm & fisheries	286	383	− 97	−25.3
Total	**40,753**	**39,309**	**+1,444**	**+ 3.7**

Year to date/*Volume 4.3% (in pages) over 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	41,627	38,511	+3,116	+ 8.1
Transportation	10,172	9,557	+ 615	+ 6.4
Mining	2,014	1,966	+ 48	+ 2.4
Petroleum & Gas	5,284	5,461	− 177	− 3.2
Construction	21,328	20,988	+ 340	+ 1.6
Food	4,104	4,053	+ 51	+ 1.3
Services & distribution	13,767	13,526	+ 241	+ 1.8
Institutional	9,089	8,597	+ 492	+ 5.7
Government	1,387	1,331	+ 56	+ 4.2
Export-import	3,273	3,344	− 71	− 2.1
Farm & fisheries	791	823	− 32	− 3.9
Total	**112,836**	**108,157**	**+4,679**	**+ 4.3**

Unitek Names Jordan Co.

Unitek Corp., Monrovia, Cal., has named Jordan Co., Los Angeles, as its agency. The company makes orthodontic supplies and electronic welding equipment.

Flynn Joins Lilienfeld

Tom Flynn, formerly in the sales promotion department of Marshall Field & Co., Chicago, has joined Lilienfeld & Co., Chicago, as a copywriter.

HOW IS IT POSSIBLE FOR ONE STATION TO EARN 79% OF LOCAL BUSINESS?

It's true in Des Moines, Iowa, where KRNT-TV has had over 79% of the local business in this major 3-station market for 3 years!

There is nothing so satisfying as doing business with people who know what they're doing and where they're going. Leading local and national advertisers have known for years that the "know-how, go-now" stations in Des Moines are KRNT Radio and KRNT-TV.

They have confidence in the ability of our people to make their radio and television investments profitable. It seems clear that for these astute advertisers, there is nothing so satisfying as radio and television fare presented by good, honest, experienced air personalities who know what they're doing.

From surveys made several times a year for the last several years, it seems evident that the people of Central Iowa like to listen to and view our stations.

Latest F.C.C. figures show KRNT-TV handled over 80% of ALL the local television advertising placed in this three-station market. The year before, over 79% . . . and the year before that, over 80%. Our local RADIO business in a six-station market has always exceeded that of our nearest competitors by a country mile.

We know for a fact that these figures are merely a reflection of our public acceptance . . . our long-standing excellence in public service . . . reliability that is vital in all selling! We believe this to be true: the ones that serve are the ones that sell in Des Moines.

People believe in and depend upon these stations. Check the ratings, check The Katz Agency, check the cash registers.

KRNT

RADIO and TV

COWLES STATIONS REPRESENTED BY THE KATZ AGENCY, INC.

March Ad Pages Up 3.7% in Business Press, 'IM' Reports

CHICAGO, April 12—The nation's business press sold 3.7% more ad pages last month than it did in March 1959, according to the 347 representative business publications reporting their monthly ad volume to *Industrial Marketing*.

On a year-to-date basis, these publications reported a 4.3% gain this year over the first three months of 1959.

With tabulations grouped into 11 basic industry divisions, the 124 publications serving the manufacturing industries topped the list both for monthly and year-to-date gains. They posted a 1,248-page gain for March, and a 3,116-page gain for the first quarter of this year.

Ranked on the basis of percentage gain for the year, publications serving the plastics, electronics and packaging markets ranked first, second, and third, in that order, of those in the manufacturing industries group. Respective gains were 25.6%, 15.4% and 12.8%.

▪ Transportation industries publications ranked No. 2 in per cent gain for the year-to-date. The 33 publications in this group ran third in the all-industries' monthly percent gains. As a unit, publications serving the motor freight and fleet markets led the transportation group, with a 146-page increase for the year, representing a 13.1% gain.

Services and distribution publications held second spot in percentage gains for March. This marks an upturn for some of the separate units comprising the 41-publication group. In the retail trade category, for example, 14 of the 24 publications in the group reported gains for the month.

An improvement in wholesale distribution publications added further impetus to push the overall division back to the plus side of the ledger.

Export-import publications moved into the plus column in March, for the first time this year, although year-to-date volume still lags behind 1959 totals. The accompanying table shows the relative rankings of the basic industry groupings. #

Gannett Boosts Two

Kenneth K. Burke has been appointed general manager of the *Hartford Times*. Succeeding Mr. Burke as general manager of the *Niagara Falls Gazette* is Herman Moecker, formerly business manager of the Niagara daily. Both newspapers are in the Gannett group.

Wilkerson Joins Ellis

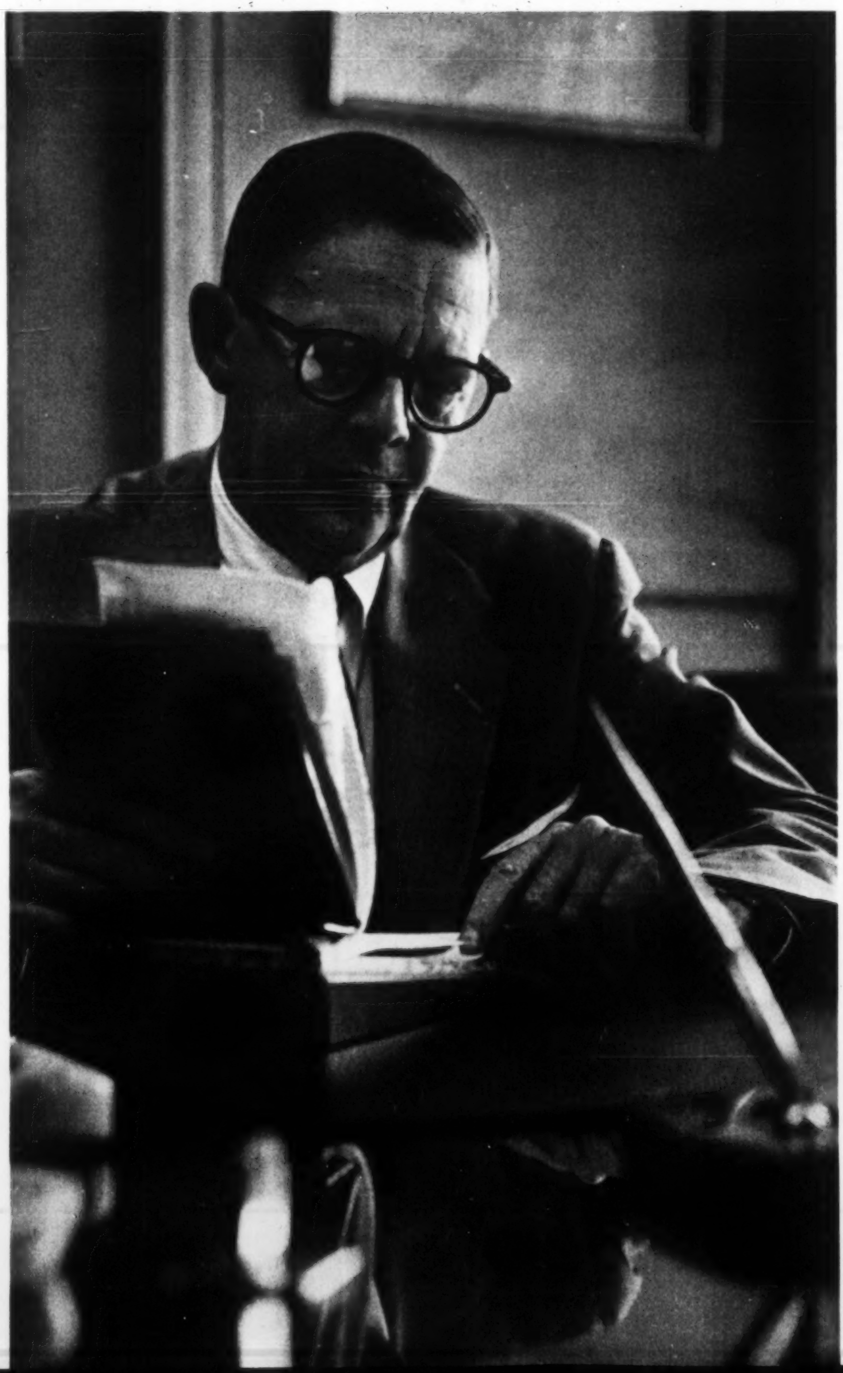
Robert Wilkerson, formerly advertising and marketing director of Minerals & Chemicals Corp. of America, Menlo Park, N. J., has joined Ray Ellis Advertising, Chatham, N. J., as vp and account supervisor.

"I'm going to be a Chemical Engineer when I grow up..."

PERHAPS YOUR SON should seriously consider the satisfactions of a career in chemical engineering when his big moment of choice arrives. Its excitement and challenge are evidenced by so many things about you . . . in your home, and your car, the fabric of your suit, the film for your camera . . . achievements of that fabulous industry-of-industries, the Chemical Process field. Here in the heart of this $98-billion wonderland, literally the pivot of CPI progress, is the Chemical Engineer. He is thinker, planner, doer. He researches new processes, builds new plants, runs huge operations. In fact, as a sales or advertising executive, you ought to know more about this man and his market, because son or no son, the chemical engineer is very much in your future . . .

The Chemical Engineer is a man of many functions vital to you...

administration



At top level the engineer applies his analytical and creative approaches across all corporate problems. His broad technical training uniquely fits him for policy making in the technically oriented Chemical Process Industries.

He has long carried the major CPI responsibility for...

production and plant operations

Here the engineer's job is to lick plant problems, maintain the flow of material, install and operate process equipment, control costs and operations.

He is innovator, activator,
a driving force behind...

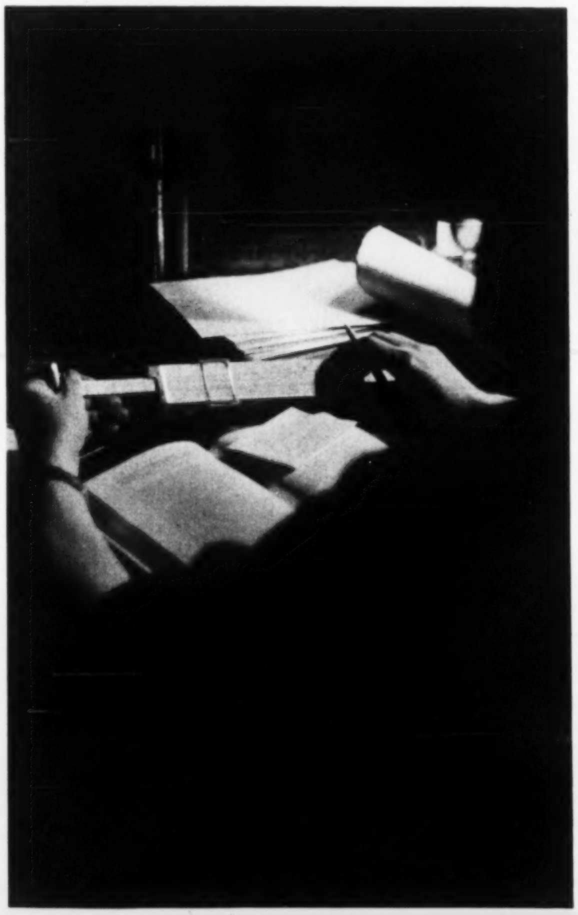
development

The Chemical Engineer takes the process through the successive stages of semi-works evaluation, pilot plant design and try-out, plant design and construction...to a commercial operation.

The Chemical Engineer gets
right in at the very beginning...

research

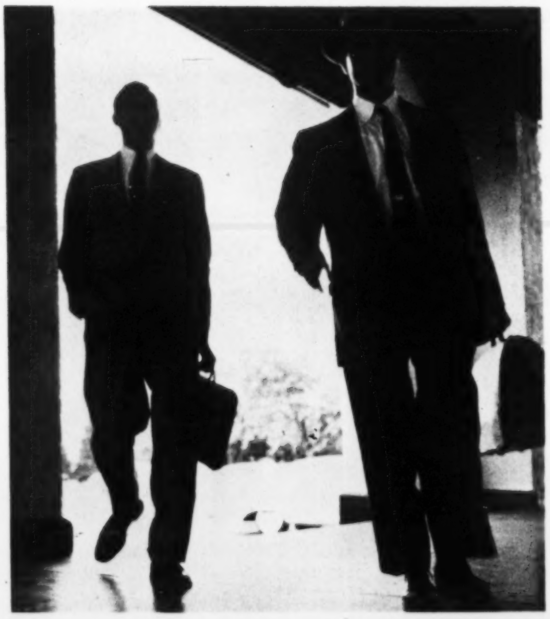
Basic study of unit operations and processing techniques...then the application to develop and improve manufacturing processes, work out practical processes for new products.



At the rate the CPI keeps building, you find him busier and busier in...

design and construction

The engineer designs chemical process equipment, instigates more efficient methods. In plant design he specifies the entire processing units, from site selection to valve vendor.



As technology puts new demands on buyer and seller, the Chemical Engineer moves into...

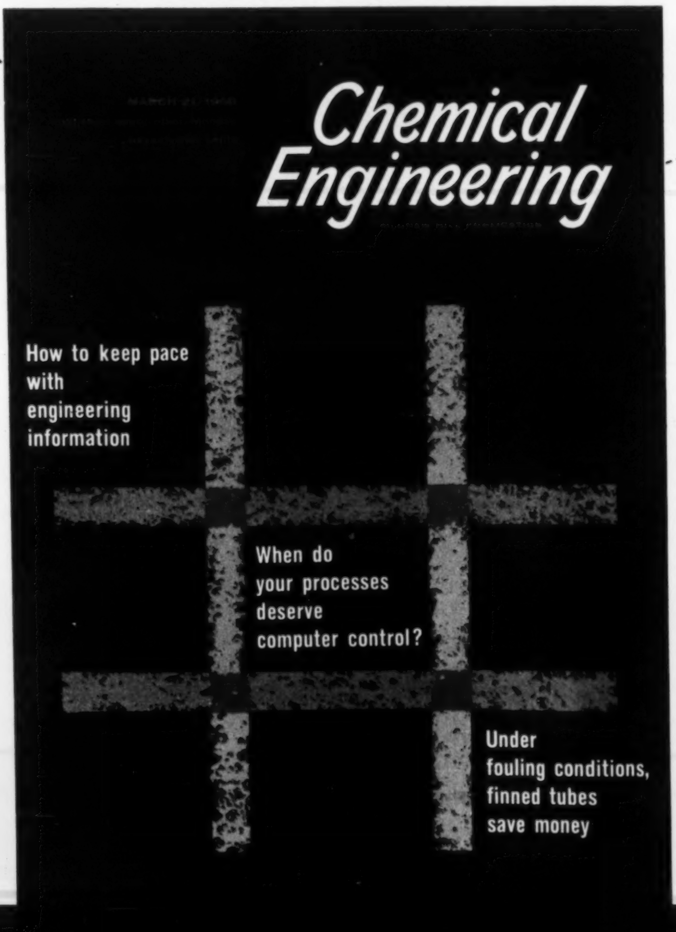
purchasing and sales

In selling to engineers he can often grasp technical problems faster. On the other side of the fence, he can evaluate engineered products more critically.

The Chemical Engineer, by virtue of his technology and his pivot position in so many functions vital to his company's profits, literally surrounds

the CPI buying picture

. . . this is confirmed by continuing buying influence studies (please ask to see them), and by the advertisers and agencies who have put more pages to work in CHEMICAL ENGINEERING than in any other CPI publication for 57 consecutive years.

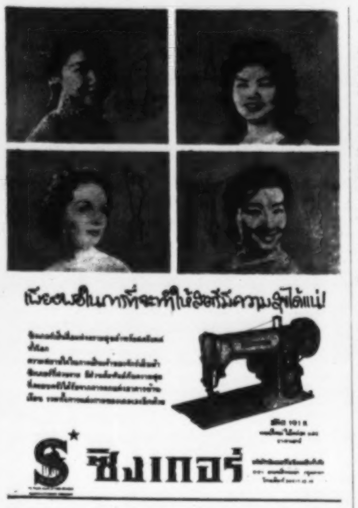


Chemical Engineering

How to keep pace with engineering information

When do your processes deserve computer control?

Under fouling conditions, finned tubes save money



BUSTLING THAILAND—*In case it seems hard to read, this Singer Sewing Machine ad is headlined, "Enough to make any woman happy." Cathay handles Singer's account in Thailand.*

Advertisers in Thailand Shift to Use of Agencies

But Low Circulation Media Keep Commissions at Inadequate Levels

By Elizabeth Ortiz

BANGKOK, April 12—Many companies which previously handled their own advertising are turning to established agencies here, as competition increases and the need for up-to-date merchandising and marketing becomes imperative.

It was recently estimated that the Thai market for consumer goods is increasing at the rate of 5% per year. Consumers in the cities are becoming more sophisticated in their choice of products, and they want to know about new products as they become available. The agencies tell them and sell them.

But the biggest development is not in the cities. It is in the provinces—always a potential market, but only now being systematically exploited—that the demand for consumer goods is growing.

People in country districts are now buying such products as watches, cameras, cosmetics, cooking appliances, electrical appliances, radios, refrigerators, canned goods, detergents and bottled soft drinks.

Typewriters with Thai keyboards are becoming more widely used, and small, inexpensive calculating machines are slowly beginning to edge out the traditional abacus.

■ In the past, competition was slight and the range of goods limited. Long-established distributors like Borneo Co. were able to handle their own advertising. Now, with more brand name goods becoming available, the situation is too complex for most distributors to handle. More and more distributors are closing down their advertising departments and turning to such established agencies as Groarke, Grant and Cathay, which have facilities for consumer, product and market research.

Grant Advertising, for example, has just finished planning a big campaign for its new client, Coca-Cola, which previously handled its own advertising in this country.

Prime minister Sarit Thanarat's policy of encouraging foreign capital to set up factories in Thailand is also having a stimulating effect on advertising.

Chesebrough-Pond's now makes Vaseline hair tonic and hair cream, and Pond's cold cream and vanishing cream in Bangkok. Merck, Sharpe & Dohme is opening a pharmaceutical plant at Paknam. Dumex of Denmark will also manufacture pharmaceuticals in Bangkok, and other companies are investigating the possibilities of going into production here.

■ A happy result of all this is that at last the regular agency commission is being accepted as the norm. The old kickback system cannot function in the world of modern business.

Television is still the developing medium here. Set ownership is estimated as high as 40,000—double the figure of two or three years ago. There also are plans to put in relay stations, so that the whole country will eventually be tv-covered.

The outlook for 1960, says John Weller, manager of Cathay, is fine. "There will be steady expansion. All our clients increased their sales in 1959, in spite of the prophets of doom who predicted otherwise," he says.

John Loder, assistant manager of Grant's office, agrees. The picture of the future is one of steady, solid growth, he says.

■ Though the future looks bright, agencies have their headaches, one being that there are still too many small newspapers with small cir-

It's a Man's World!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

ushed by Bolivia
HERALD-EXPRESS
5 IN

DID YOU ever try this? Almost every kid has. How basic the urge to sell; the desire to make money. *If you're in business to sell; to make money,* by all means consider the *tremendous selling power* of the *most widely read evening newspaper in Western America!*

✓**FOR YOU** it means the largest evening newspaper audience in the entire West. Its 355,764* average Net Paid Daily Circulation exceeds the second evening paper by 52,047. And more readers just naturally mean more potential sales!

✓**FOR YOU** it also means a prime, exclusive circulation of which 75% is not duplicated* by any other metropolitan newspaper! So, it's obvious that the Herald-Express is an absolute "must" on any Los Angeles newspaper schedule!

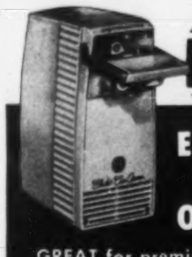
*SOURCES: ABC, Sales Management & Top Ten Brands Report

Los Angeles Evening **HERALD-EXPRESS**
"Largest Evening Newspaper in Western America"
Represented Nationally by Moloney, Regan & Schmitt, Inc.

Thailand Advertisers . . .

culations.

With so much new business coming in, the agencies have to expand, and there is now a shortage of trained people. The problem now is not to get new accounts but to service present ones, says Grant. Clients now want more information, surveys and so on, as competition gets tougher, this agency says.



BVI®

ELECTRIC CAN OPENERS

GREAT for premiums, contests, sales incentive programs. Available in all price ranges!

For complete details contact:

BURGESS VIBROCRAFTERS, INC.
Dept. A-60 • Grayslake, Ill.

The big problem is that media rates are so low. You can get a half-hour show once a week on tv for 2,500 baht (approximately $125), and regular movies for the same amount. A newspaper page is $60 to $80 and one-minute radio spots cost $1.25.

On a small budget a client can get a lot for his money, so the agency's commission is not sufficient compensation to go into expanded staff and services.

From the client's point of view the low circulation of newspapers and magazines means that his cost per 1,000 paradoxically runs rather high.

A newspaper like the *Straits Times*, of Singapore, with a circulation of 80,000, charges far more for space, but the cost per 1,000 is lower than that in Thailand.

There is a real need for newspapers to develop their circulations since in this country of 22,000,000 people, the top circulation of any newspaper is 30,000.

Low circulation means low media rates, which means newspapers haven't the money to seek increased circulation, and agencies are not getting big enough remuneration to expand as they would like to.

It is clear that media will remain the toughest problem facing admen in Bangkok for a long time to come.

THAI AIRWAYS SETS CAMPAIGN

BANGKOK, April 12—A big campaign is planned for the newly formed Thai Airways International, which has been set up in association with SAS and starts regular flights May 1, using DC6Bs. Cathay Advertising is the agency.

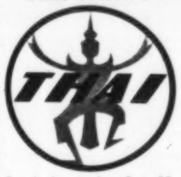
The new airline will fly daily from Bangkok to Hongkong, three times weekly to Tokyo, four times weekly to Singapore (with two of the flights via Kuala Lumpur in Malaya and two direct) and twice weekly on runs taking in Phnom Penh, Saigon, Rangoon and Calcutta.

Designing the symbol of the airline, a Thai dancer, gave the Cathay agency a big headache.

A stylized, symmetrical figure of a Thai dancer always came out looking like a beetle, the agency said, and it didn't want Thai International to be known as the Flying Beetles.

Art director W. Macmurray Davidson solved the problem after a good many sessions watching members of the Royal Thai ballet.

Thai dancers never take a symmetrical pose, he found, and he developed his symbol in a truly Thai dance posture, where both knees are bent but one foot is raised off the ground with the toe pointed up. #



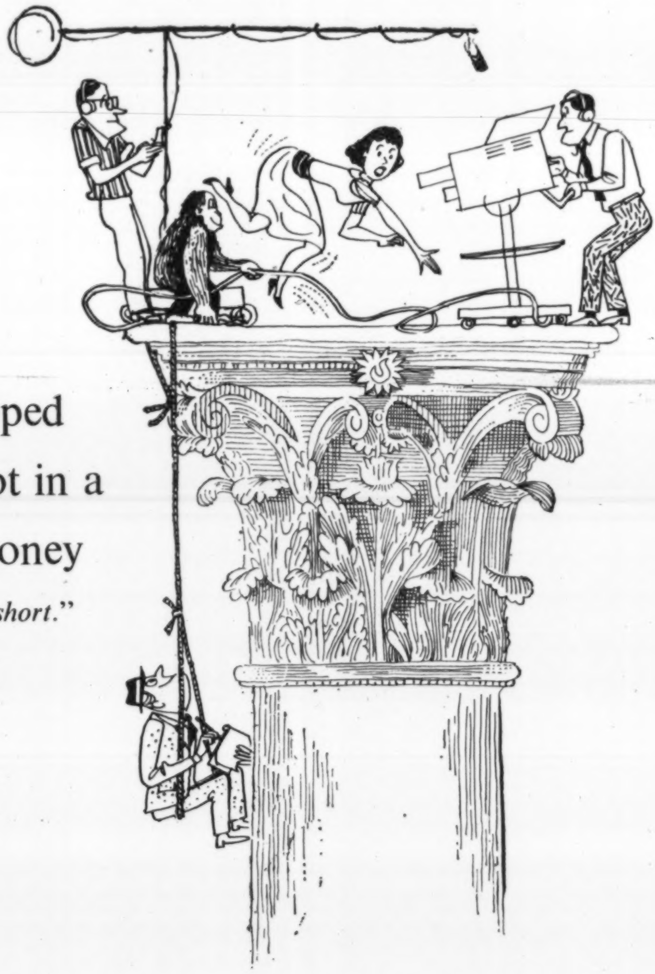
Corn Products Sets Drive for New Italian Dressing

Corn Products Co., New York, will break an introductory campaign in *Life* May 9, with a color page and coupon for its new Italian dressing. The product will be sold as Best Foods Italian dressing west of Denver and Hellman's Italian dressing in the rest of the country.

Other color ads are slated for *Reader's Digest, Sunset Magazine, This Week Magazine*, First Three Markets Group and two other supplements. Dancer-Fitzgerald-Sample is the agency.

Snow Crop Uses Contest

Snow Crop broke a contest April 11, offering $10,000 worth of "blue chip" stocks as a grand prize for a sentence completion enclosed with a Snow Crop orange juice or frozen vegetable label. Newspaper advertising will appear in more than 50 major newspapers. Kastor, Hilton, Chesley, Clifford & Atherton is the agency.



"The cashier slipped and caught her foot in a loose basket of money

. . . now we are $12.60 short."

". . . but it's a small price to pay for the entertainment," concludes the manager of a Fort Wayne company, in a tongue-in-cheek fan letter to Ann Colone.

The Ann Colone Show (WANE-TV, weekdays, 1 to 1:25 p.m.) includes burlesqued as well as conventional physical exercises, interviews with visiting firemen, occasional cooking sprees, and, on one memorable occasion, an unscheduled bout with a chimpanzee that tripped her on a mike cord.

"Ask stout lady giving instructions to please join in . . ." "My tv picture's off but I still hear sound . . . hope you do hair-curling part again when set's fixed . . ." "My specialty is spaghetti . . . I get the real cheese at your brother's grocery. . . ." (From real, live letters; Ann's brother hasn't written, but we understand he also approves.)

The Ann Colone Show is daily confirmation of the vitality of local, live daytime tv. It takes its viewers (85% women) out of the kitchen, provides color, humor, and serious information, draws an audience double that of either of two competing network shows. It typifies the Corinthian approach to programming—that it is not enough to rely on network service, even when it is as good as CBS makes it. Corinthian stations create their own programs to meet specific regional needs and tastes. This builds audience loyalty, wins viewer respect, helps make friendly prospects for our advertisers.

KOTV
TULSA *(H-R)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(H-R)*

WISH-TV
INDIANAPOLIS *(H-R)*

WANE-AM
FORT WAYNE *(H-R)*

WISH-AM
INDIANAPOLIS *(H-R)*

Responsibility in Broadcasting

THE CORINTHIAN STATIONS

IN 1959 . . .

9 of the top 10 retail advertisers majored in The Houston Chronicle

Houston retailers are tough critics, who measure results at the cash register. Evidence of The Chronicle's potent pulling power is demonstrated by the overwhelming fact that during 1959, 9 of the top 10 Houston retail advertisers placed the bulk of their advertising in The Chronicle.

The Chronicle gives your advertising *circulation* where it counts! Chronicle circulation is not just a word, it's a vigorous, active selling force for your advertising. Remember . . .

. . . in Houston, The Chronicle

REACHES MORE PEOPLE . . .

CARRIES MORE ADVERTISING . . .

SELLS MORE MERCHANDISE

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper . . .

The Chronicle is a MUST Buy!

The Branham Company—National Representatives

FOR ADVERTISERS OF QUALITY
WHO WOULD RATHER COUNT DOLLARS THAN

Announcing the debut of a remarkable "lady"...

PRODUCTS AND SERVICES
NOSES...

THE DOCTOR'S WIFE

A Unique New Bi-Monthly Magazine Catering to and Pin-Pointing the Highest Income Women in America

THE TYPICAL DOCTOR'S WIFE *...

- **... has impeccable tastes—and the income to indulge them.** Average net income of $25,000... five times the national average.
- **... is invariably a trend-setting leader of her community.** She shares, to a large extent, the aura of authority and prestige surrounding her husband.
- **... enjoys upper-income housing.** 84% own at least one home—ranging in value up to $125,000. And 20% have second homes—lodges, ranches, resort retreats and cabin cruisers.
- **... heads an active, growing family.** 68% have one to three children; 18% have four children or more.
- **... controls the family buying power.** 67% pay the bills, and make all or most purchasing decisions.

Now—for the first time in a single publication—advertisers can reach this rich, responsive market of 180,000 doctors' wives... through the influential columns of the one magazine devoted entirely to their special needs and interests: "The Doctor's Wife."

This interesting new publication is smart, stylish, ultra modern and highly visual in physical format.

Editorially, the emphasis is on informative, provocative and human interest articles. Each issue carries name authors such as James Thurber, Fannie Hurst, Harry Golden, etc. Contributors also include doctors and their wives.

edited by ALICE C. TOWSLEY

Because "The Doctor's Wife" is an entirely new publishing concept, it was important to appoint an editor highly skilled in capturing the varied interests of active, sophisticated women. Such an editor is Mrs. Alice C. Towsley, for five years the Publishing Editor of the Junior League Magazine. Her previous experience has ranged from reporter, columnist and feature writer to publication consultant in the Midwest, Hawaii and New York. She is an active member of Advertising Women of New York and is listed in "Who's Who of American Women".

WHY A SPECIAL MAGAZINE FOR DOCTORS' WIVES?

Because, to a surprising degree, they themselves are "special". A doctor's wife is an *exceptionally busy* woman—her husband's around-the-clock schedule requires that she assume both social and household responsibilities ordinarily handled by the man of the house. In addition, charitable and cultural organizations place heavy demands upon her time. This is why a magazine directed *exclusively* to her interests will rate top priority on her reading time, over and above all other reading material.

Doctors' wives have in common certain needs, responsibilities, ambitions and interests *not* shared by other women. "The Doctor's Wife" provides a common meeting ground and rallying point for the special interests and concerns of this large, affluent and influential group.

SOME QUICK FACTS ABOUT "THE DOCTOR'S WIFE"...

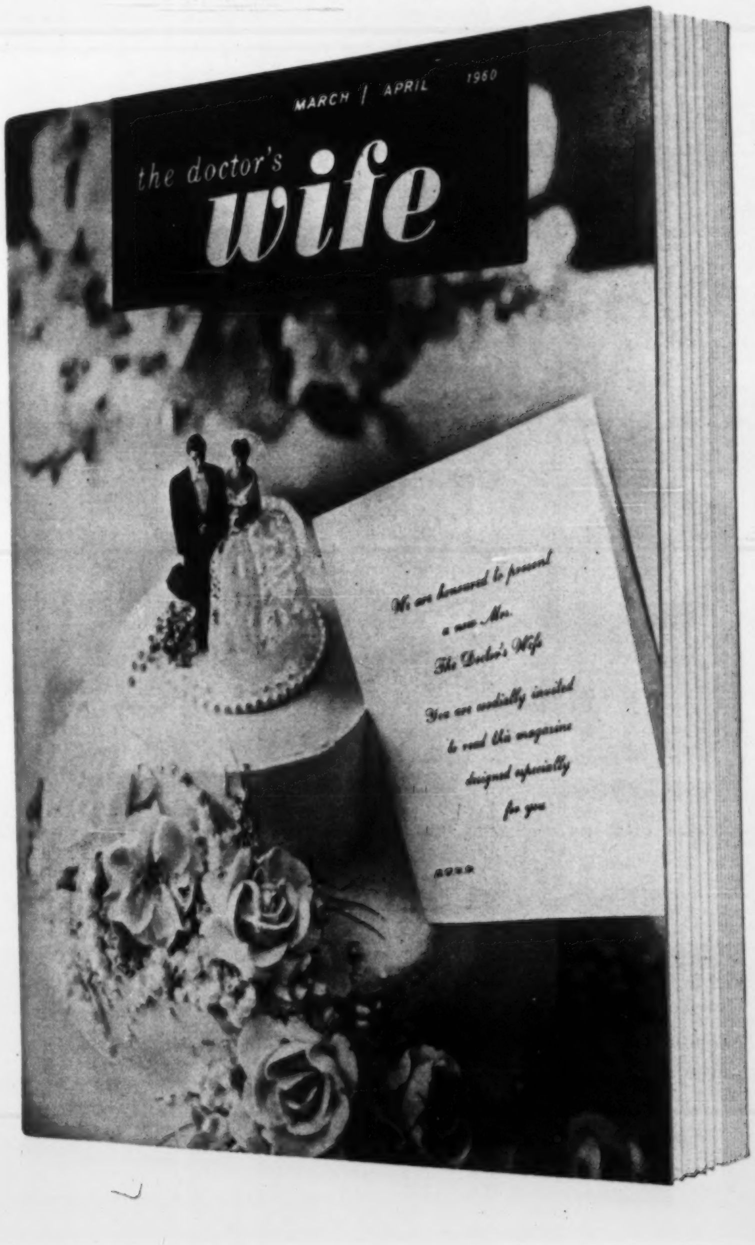
Circulation	180,000 Controlled, reaching all doctors' wives in the U. S. between the ages of 25 and 55.
Rates	1-time, black and white page rate: $1,800. Four-color page: $2,880. Gatefolds and special inserts: rates upon request.
Publication Dates	Published bi-monthly, the first day of the month.
Closing Dates	Three weeks before date of issue.

SEND TODAY FOR COMPLETE INFORMATION... AND A COMPLIMENTARY COPY OF "THE DOCTOR'S WIFE"

"The Doctor's Wife" is a precision selling tool—going straight to the hearts and pocketbooks of 180,000 of America's most affluent and influential women. It's tailor-made for the discriminating advertiser whose prime interest is *quality* rather than quantity. Few media offer so great a concentration of purchasing power; or an audience so amazingly alike in tastes, educational background, and pattern of living.

Agencies and advertisers who would like to know more about "The Doctor's Wife" are invited to send for a complimentary copy of the first issue. Send request to:

ELLERY MANN, PUBLISHER
"THE DOCTOR'S WIFE"
575 Lexington Ave., New York 22, N. Y. • TEmpleton 8-2110



* *Gathered from U. S. News and World Report Research Department, National Opinion Research Center at the University of Chicago, Health Information Foundation, etc.*

April Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (March)

	Pages				Lines			
	March 1960	March 1959	Jan.-March 1960	Jan.-March 1959	March 1960	March 1959	Jan.-March 1960	Jan.-March 1959
Commonweal	7.2	14.1	37.0	51.8	3,024	5,922	15,540	21,756
Cue	83.2	60.0	209.8	184.5	35,678	25,739	90,015	79,147
††Down Beat	59.5	48.5	131.3	121.3	24,990	20,356	55,160	50,946
‡Grit	26.3	28.4	75.3	86.5	26,258	28,417	75,249	86,526
‡‡Life	282.3	322.0	743.9	735.3	191,963	218,979	505,876	499,978
Look	172.5	149.3	349.7	293.2	117,286	101,538	237,810	199,362
‡Newsweek	251.5	275.6	681.6	666.2	105,630	115,752	286,272	279,804
§New Yorker	466.2	438.0	1,142.9	1,059.8	200,014	187,895	490,318	454,642
#National	457.3	429.1	1,116.7	1,032.2	196,204	184,066	479,077	442,784
#Sectional	31.8	30.3	92.6	95.5	13,606	13,000	39,696	40,999
Presbyterian Life	15.6	18.3	41.3	47.2	6,557	7,693	17,424	19,820
††The Reporter	55.6	19.7	112.8	61.7	23,333	8,281	49,742	25,938
Saturday Evening Post	247.1	246.3	633.1	613.5	168,012	167,474	430,540	417,160
Saturday Review	104.7	103.0	302.2	311.0	43,956	43,242	126,893	130,601
‡‡Sporting News	17.6	20.0	28.5	51.4	19,065	21,663	30,887	55,804
‡†*Sports Illustrated	161.7	140.5	383.5	281.3	67,933	60,761	161,056	120,666
‡Time	265.5	261.7	775.9	693.4	111,505	109,933	325,880	291,242
TV Guide	57.9	52.8	179.7	153.3	10,536	9,604	32,708	27,898
U. S. News & World Report	264.2	225.2	674.5	619.4	110,964	94,584	283,290	260,148
Total Group	2,538.6	2,423.4	6,503.0	6,030.8	1,266,704	1,227,333	3,214,660	3,021,438

#Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. *These figures adjusted for regional space. †Changed from 429-line page to 420-line page January 1960. ††Three issues March 1960; two issues March 1959. ‡Four issues March 1960; five issues March 1959. ‡‡Five issues March 1960; four issues March 1959.

Women's

	Pages				Lines			
	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
†Bride & Home	87.3	67.2	218.8	140.8	55,200	42,449	138,254	89,007
*†Bride's Magazine	158.9	150.7	385.1	365.3	100,456	95,248	243,364	230,806
Everywoman's Family Circle	54.3	47.0	208.6	166.8	23,295	20,163	89,489	71,557
Good Housekeeping	113.6	134.3	352.9	377.5	48,747	57,611	151,387	161,946
Ladies' Home Journal	90.9	107.8	321.2	368.1	61,784	73,270	218,407	250,320
McCall's	112.7	63.2	352.7	247.5	76,671	43,038	239,859	168,320
††Modern Bride	—	—	216.8	228.8	—	—	136,992	144,576
‡§*Parents' Magazine:								
National Edition	83.7	76.1	264.3	233.9	35,921	32,648	113,352	100,339
Metropolitan New York Ed.	93.2	81.8	288.4	254.1	39,962	35,086	123,698	109,004
Pacific Mountain Edition	86.5	79.1	272.1	243.6	37,119	33,930	116,696	104,112
Seventeen	154.0	142.6	435.4	407.2	104,728	96,982	296,077	276,910
*Woman's Day	47.6	51.6	171.3	163.4	20,422	22,118	73,502	70,083
The Workbasket	39.1	41.0	180.6	178.0	7,676	8,037	35,406	35,001
Total Group	1,121.8	1,042.4	3,668.2	3,375.0	611,981	560,580	1,976,483	1,811,981

†Published quarterly in January, April, July and October. Figures shown are for April issue. *Includes sectional linage prorated to circulation of regional editions. ††Published bi-monthly; cumulative figures shown are for March issue. §Includes Shopping Scout Section and School & Camp linage. ‡Includes average decimal for Chicopee Mills and Dove soap, both partial runs.

General

	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
American Artist	24.1	31.0	77.0	108.1	10,136	13,016	32,341	45,403
American Forests	23.2	16.0	78.0	56.0	9,744	6,720	32,760	23,520
American Legion	13.6	17.7	59.0	64.9	5,701	7,425	24,802	27,267
Argosy	26.5	25.0	79.7	90.2	11,368	10,711	34,182	38,651
Atlantic	48.2	37.3	176.0	157.6	20,250	15,661	73,936	66,222
†Christian Herald	35.7	30.9	154.5	155.8	15,348	13,280	66,370	66,881
Columbia	6.8	13.6	46.3	54.1	2,854	5,701	19,463	22,718
Coronet	75.0	53.0	263.5	212.0	13,500	9,540	47,430	38,160
Cosmopolitan	23.7	21.5	97.2	89.6	10,189	9,243	41,709	38,461
Ebony	79.0	82.5	290.2	293.7	53,756	56,130	197,374	199,767
Elks Magazine	19.7	18.2	59.7	52.8	8,460	7,847	25,665	23,793
††Esquire	91.9	84.4	273.8	257.8	61,757	56,717	183,994	172,242
Extension	16.1	13.7	65.7	59.6	11,114	9,451	45,210	41,029
Flying	61.8	56.5	230.5	205.3	25,935	23,726	96,797	86,213
*Golf Digest	37.7	35.9	93.4	72.4	7,385	7,320	23,600	14,763
Gourmet	33.8	34.2	122.8	113.0	14,500	14,653	52,692	48,490
Grade Teacher	43.6	42.0	163.8	142.2	19,206	18,532	72,221	62,694
Harper's Magazine	51.5	41.1	170.9	152.2	21,646	17,268	72,760	63,940
**Hi Fi/Stereo Review	38.0	53.7	186.0	187.1	15,947	22,546	78,133	78,586
High Fidelity	57.0	77.8	262.4	308.5	23,940	32,676	110,208	129,570
Holiday	133.3	117.9	443.1	379.2	90,625	80,149	301,290	257,886
Hot Rod	40.8	35.1	152.3	120.3	17,122	14,742	63,924	50,568
Improvement Era	25.6	33.6	96.6	99.8	10,731	14,126	40,592	41,926
Instructor	32.3	36.8	142.5	131.2	22,096	25,175	96,451	89,759
Kiwanis Magazine	14.7	12.6	34.2	35.8	6,165	5,279	14,343	15,038
Motor Boating	184.1	161.0	767.1	589.5	108,217	94,693	451,045	405,426
Motor Life	17.9	18.6	59.9	67.9	7,532	7,798	25,172	28,494
Motor Trend	26.6	33.7	91.1	96.8	11,186	14,168	38,262	39,412
National Geographic Magazine	71.0	64.3	218.6	177.3	16,856	15,245	51,950	42,083
Playboy	27.4	23.2	84.4	72.8	11,511	9,747	35,424	30,582
Popular Boating	112.8	101.2	410.3	354.8	66,309	59,529	241,274	208,593
Popular Photography	71.4	69.4	278.1	276.9	29,964	29,156	116,819	116,294
Promenade	21.5	18.5	75.6	69.6	9,230	7,932	32,433	29,850
Reader's Digest	84.1	91.0	269.5	284.5	15,301	16,562	49,054	51,779
Redbook	44.1	35.3	152.0	126.4	18,902	15,133	65,199	54,215
Road & Track	38.7	26.0	118.5	95.3	16,254	10,920	49,770	40,026
Sports Cars Illustrated	40.9	30.2	138.8	92.4	17,191	12,667	58,283	38,787
Today's Health	22.1	25.9	88.6	97.6	9,522	11,126	38,032	42,802
Together	11.0	12.9	38.9	47.9	4,742	5,581	16,724	20,686
Town & Country	99.7	73.3	295.4	258.6	63,016	46,321	186,710	163,421
True	41.5	38.6	110.1	113.3	17,818	16,543	47,252	48,615
V. F. W. Magazine	9.8	13.0	41.0	46.7	4,132	5,441	17,221	19,608
Yachting	153.5	133.0	675.3	595.7	90,258	78,204	397,076	350,272
Total Group	2,131.7	1,991.1	7,732.3	7,063.2	1,027,436	990,400	3,765,947	3,474,492

†This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication. ††Total represents national advertising plus sectional at reduced decimal equivalent. *Changed from 204-line page to 196-line page March 1960. **Formerly Hi Fi Review.

Home

	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
American Home	50.6	55.7	168.5	201.5	31,977	35,229	106,477	127,347
Antiques	64.7	61.3	255.2	247.5	19,022	18,007	76,029	72,638
Better Homes & Gardens	131.2	123.4	362.4	357.3	82,909	77,989	229,044	225,832
Flower & Garden	54.7	43.4	199.3	159.7	22,983	18,248	83,706	67,087
Flower Grower	77.7	74.4	261.9	256.7	32,615	31,239	109,980	107,715
House & Garden	127.8	107.9	283.9	225.8	80,793	68,220	179,476	142,693
House Beautiful	137.6	123.6	363.6	326.4	86,962	78,134	229,774	206,257
Popular Gardening	74.7	70.5	253.1	235.9	31,389	29,622	106,311	99,073
Sunset Magazine	204.7	164.9	528.9	447.4	86,003	69,296	222,213	187,984
Total Group	923.7	825.1	2,676.8	2,458.2	474,653	425,984	1,343,010	1,236,626

Fashion

	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
*†Glamour	118.3	95.7	374.6	288.0	50,765	41,073	160,703	123,556
Harper's Bazaar	106.7	70.7	376.1	372.2	67,505	44,764	237,708	235,256
Vogue	168.2	114.9	635.6	545.7	106,275	72,586	401,712	344,894
Total Group	393.2	281.3	1,386.3	1,205.9	224,545	158,423	800,123	703,706

†Sectional linage included. *Glamour figures also include linage for Charm, which was incorporated with Glamour effective November 1959.

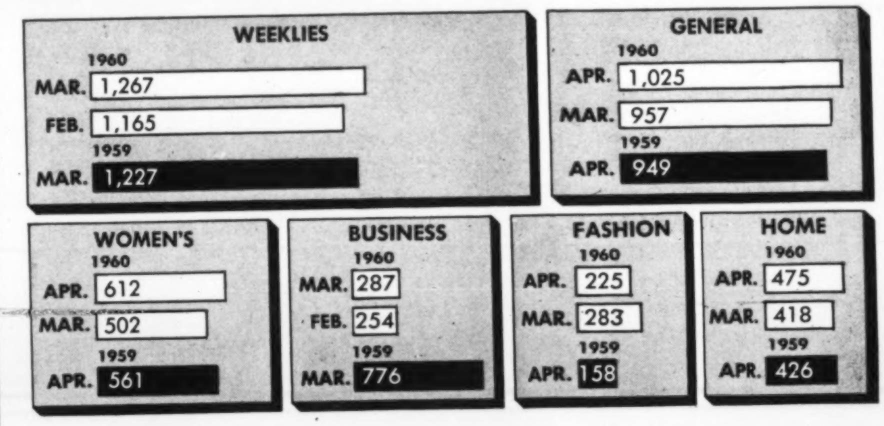
Movie-Romance-Radio-TV

	Pages				Lines			
	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
*Dell Modern Group:								
Modern Romances	31.3	27.0	105.3	99.4	13,413	11,562	45,136	42,643
Modern Screen	15.6	17.8	59.6	55.4	6,701	7,628	25,575	23,740
Screen Stories	12.7	15.6	52.1	49.6	5,454	6,679	22,328	21,233
Fawcett Women's Group:								
Motion Picture	9.9	14.5	50.6	55.4	4,267	6,213	21,692	23,783
True Confessions	24.5	28.7	92.9	98.6	10,498	12,322	39,840	42,285
Hillman Romance Group	2.1	4.7	15.4	13.6	939	2,029	6,706	5,895
Hillman Women's Group	20.9	19.4	85.4	66.0	8,996	8,324	36,779	28,376
Ideal Women's Group:								
Intimate Story	29.4	21.7	107.1	84.9	12,605	9,323	45,956	36,441
Movie Life	25.2	23.9	96.1	82.3	10,793	10,265	41,205	35,323
Movie Star TV Close-Ups	25.2	23.9	96.2	82.3	10,793	10,279	41,219	35,325
Personal Romances	29.4	21.6	107.7	85.1	12,615	9,286	46,217	36,553
TV Star Parade	24.8	19.4	86.4	71.5	10,654	8,336	37,112	30,633
Secrets Romance Group:								
Revealing Romances	21.2	22.8	86.8	86.5	9,384	9,797	37,268	37,089
Confidential Confessions	21.2	22.4	86.8	74.5	9,384	9,602	37,254	31,962
Daring Romances	21.2	22.4	86.8	85.3	9,384	9,602	37,254	36,604
Secrets	21.2	22.8	86.8	86.5	9,384	9,797	37,268	37,075
†Silver Screen	10.9	10.6	44.5	49.4	4,668	4,556	18,906	21,194
True Story Women's Group:								
Photoplay	25.6	32.3	80.9	108.7	11,000	13,857	34,706	46,645
True Experience	13.6	17.1	57.4	64.2	5,853	7,354	24,606	27,534
True Love Stories	12.4	17.3	57.5	64.7	5,320	7,408	24,668	27,767
True Romance	12.6	16.2	56.1	64.9	5,400	6,951	24,074	27,859
True Story	63.1	60.4	204.1	213.4	27,057	25,916	87,550	91,531
TV-Radio Mirror	8.9	12.4	43.3	52.5	3,832	5,321	18,587	22,512
Total Group	482.9	494.9	1,845.8	1,794.7	208,394	212,407	791,906	770,002

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. *No January 1959 issues. †Published bi-monthly; alternates with Screenland. Cumulative figures shown combined with those of Screenland.

Magazine Linage Trend

Figures in Thousands



§Business (April)

	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
Dun's Review & Modern Industry	85.3	78.3	315.3	320.9	35,826	32,911	132,438	134,785
Fortune	202.0	172.0	702.0	587.5	127,664	108,700	443,664	371,300
Management Methods	67.7	45.9	228.7	170.4	28,434	19,278	96,054	71,568
Nation's Business	74.8	59.4	224.1	204.4	31,409	24,939	94,094	85,854
Total Group	429.8	355.6	1,470.1	1,283.2	223,333	185,828	766,250	663,507

§Because current month linage figures for several publications are not yet available this group is broken into an April and a March section.

Business (March)

	Pages				Lines			
	March 1960	March 1959	Jan.-March 1960	Jan.-March 1959	March 1960	March 1959	Jan.-March 1960	Jan.-March 1959
†Barron's	84.8	109.0	241.6	254.5	55,634	71,512	158,492	166,958
Business Week	456.7	404.2	1,148.6	1,043.8	191,810	169,777	482,429	438,379
‡Financial World	57.7	50.7	139.5	156.2	24,249	21,318	58,599	65,610
Forbes	63.8	58.5	181.9	178.1	26,784	24,579	76,380	74,802
Total Group	663.0	622.4	1,711.6	1,632.6	298,477	287,186	775,900	745,749

†Four issues March 1960; five issues March 1959. ‡Five issues March 1960; four issues March 1959.

Farm Magazines

	Pages				Lines			
	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	43.8	42.6	166.4	175.8	18,796	18,292	71,384	75,424
#Southwestern Edition	45.9	40.1	162.4	156.3	19,681	17,206	69,654	67,038
Average 2 Editions	44.6	41.7	164.8	168.2	19,140	17,868	70,707	72,153
Farm Journal: (mon)								
#Central Edition	102.9	108.0	406.9	364.9	44,156	46,341	174,556	156,553
#Eastern Edition	86.4	97.5	332.9	328.4	37,078	41,409	142,812	140,875
#Southeastern Edition	64.4	82.7	275.0	282.2	27,639	35,475	117,984	121,072
#Southwestern Edition	66.4	82.7	277.9	282.2	28,497	35,475	119,201	121,072
#Western Edition	84.8	105.7	337.7	352.1	36,363	45,416	144,871	151,042
Average 5 Editions	81.0	95.2	326.1	322.0	34,747	40,823	139,885	138,123
Progressive Farmer: (mon)								
#Carolina-Va. Edition	81.9	99.6	349.7	340.3	55,667	67,700	237,798	231,392
#Ga.-Ala.-Fla. Edition	84.6	103.9	345.5	332.1	57,506	70,680	234,928	225,855
#Ky.-Tenn.-W. Va. Edition	78.1	95.1	315.3	312.0	53,133	64,664	214,398	212,181
#Miss.-La.-Ark. Edition	76.1	96.0	307.1	311.2	51,752	65.284	208,850	211,641
#Texas Edition	82.4	102.3	312.0	321.0	56,009	69,569	212,128	218,253
Average 5 Editions	80.6	99.4	325.9	323.3	54,813	67,580	221,620	219,865
Successful Farming (mon)	93.6	100.0	327.2	344.5	42,123	44,978	147,236	155,022
Total Group	299.8	336.3	1,144.0	1,158.0	150,823	171,249	579,448	585,163

#Not included in totals.

Youth

	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
American Girl	18.6	25.3	93.1	96.1	7,958	10,860	39,922	41,222
Boys' Life	29.1	31.5	110.7	114.3	19,824	21,443	75,357	77,715
Child Life	.6	1.2	3.2	4.0	267	499	1,368	1,713
Scholastic Magazines	58.4	68.3	193.7	180.4	24,543	28,667	81,349	75,767
Scholastic Roto	10.5	13.7	34.1	31.1	9,153	11,977	29,808	27,240
'Teen Magazine	18.5	7.4	60.4	21.6	7,756	3,108	25,340	9,100
Total Group	135.7	147.4	495.2	447.5	69,501	76,554	253,144	232,757

Mechanics & Science

	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
Mechanix Illustrated	68.4	68.9	301.6	307.5	15,325	15,434	67,554	68,886
Popular Electronics	53.4	57.9	212.9	234.8	11,957	12,963	47,696	52,602
Popular Mechanics	128.5	123.8	481.1	508.8	28,774	27,737	107,770	113,965
Popular Science	105.4	116.0	432.5	458.2	23,600	25,978	96,864	102,619
†Science & Mechanics	92.3	100.2	200.7	216.2	20,072	22,431	44,381	48,490
Total Group	448.0	466.8	1,628.8	1,725.5	99,728	104,543	364,265	386,562

†Published bi-monthly; figures shown are for April issue.

(Continued on Page 38)

CONCENTRATION

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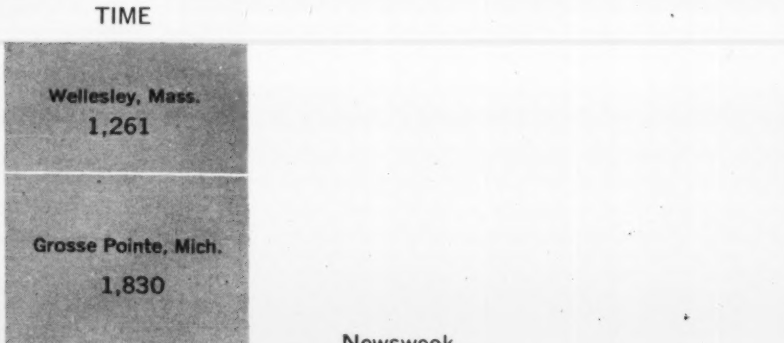

Based on latest available published figures (issues of Newsweek 3/23/59, U. S. News 3/28/58, TIME 3/23/59).

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Outdoor & Sport

	Pages				Lines			
	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
American Rifleman	48.7	48.3	185.1	187.8	20,869	20,709	79,417	80,595
Field & Stream	85.0	106.0	286.0	310.4	36,465	45,482	122,685	133,168
Fur-Fish-Game	28.3	29.6	94.0	94.5	12,135	12,714	40,326	40,561
Guns	25.9	23.5	81.9	79.0	11,111	10,081	35,135	33,890
Outdoor Life	98.1	93.8	283.6	303.6	42,089	40,247	121,648	130,248
Sports Afield	81.0	90.0	240.2	269.6	34,781	38,613	102,999	115,674
Total Group	367.0	391.2	1,170.8	1,244.9	157,450	167,846	502,210	534,136

Detective & Fiction

	Pages				Lines			
	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
Cavalier	23.6	15.2	101.6	70.7	10,116	6,523	43,593	30,338
Dell Men's Group	12.3	14.0	54.1	54.9	5.270	6,025	23,188	23,580
Thrilling Group	5.0	10.6	28.3	39.9	1,111	2,376	6,347	8,938
Total Group	40.9	39.8	184.0	165.5	16,497	14,924	73,128	62,856

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)

	Pages				Lines			
	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
The American Weekly	20.9	40.2	104.0	158.0	17,749	34,147	88,341	134,199
Family Weekly	36.7	49.2	135.3	184.9	31,166	41,798	114,993	157,231
Parade	51.7	65.7	214.3	276.7	43,983	55,825	182,375	235,179
This Week Magazine	69.4	87.4	279.2	302.9	58,975	74,312	237,358	257,495
Total Group	178.7	242.5	732.8	922.5	151,873	206,082	623,067	784,104

Newspaper Sections (II) (March)

(All other newspaper sections)

	Pages				Lines			
	March 1960	March 1959	Jan.-March 1960	Jan.-March 1959	March 1960	March 1959	Jan.-March 1960	Jan.-March 1959
†Chicago Tribune Magazine	156.6	145.6	464.6	381.2	133,087	123,791	394,922	324,062
†New York Times Magazine	381.9	362.8	848.9	736.3	324,649	308,410	721,589	625,826
†Philadelphia Inquirer	128.6	159.9	362.2	419.0	109,380	135,920	307,950	356,151
Total Group	667.1	668.3	1,675.7	1,536.5	567,116	568,121	1,424,461	1,306,039

†Four issues March 1960; five issues March 1959.

Comics Magazines

	Pages				Lines			
	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
American Comics Group	7.0	7.0	28.0	28.0	2,646	2,646	10,584	10,584
†Archie Comic Group	—	—	14.0	14.0	—	—	5,292	5,292
‡Harvey Comics Group	8.0	8.0	33.0	32.0	3,024	3,024	12,474	12,096
National Comics Group:								
Blue Unit	5.5	6.0	23.5	25.5	2,079	2,268	8,883	9,639
Red Unit	5.5	6.0	23.0	26.5	2,079	2,268	8,694	10,017
Total Group	26.0	27.0	121.5	126.0	9,828	10,206	45,927	47,628

†Published bi-monthly; cumulative figures shown are for March issue. ‡Some books in group published monthly; others published bi-monthly.

Canadian National Weekend Newspapers (Rotogravure Linage)

	Pages				Lines			
	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
La Patrie	20.8	48.6	82.9	176.6	18,678	43,705	74,641	158,953
†La Presse	103.6	90.2	306.8	299.9	93,285	81,339	276,147	269,948
‡Perspectives	78.4	—	239.6	—	76,485	—	233,657	—
†Star Weekly	112.1	110.5	359.7	358.5	98,044	96,719	314,711	313,741
†Weekend Magazine	123.8	121.7	366.7	415.5	120,757	118,684	357,605	405,296
Total Group	438.7	371.0	1,355.7	1,250.5	407,249	340,447	1,256,761	1,147,938

†Five issues April 1960; four issues April 1959. ‡First published September 12, 1959.

Canadian

	Pages				Lines			
	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
†Canadian Homes	52.9	57.6	133.0	131.8	35,974	39,186	90,410	89,623
Chatelaine	88.6	87.1	253.5	242.1	60,242	59,205	172,358	164,608
Liberty	31.8	30.3	81.7	98.1	13,642	12,996	35,049	42,082
Maclean's	85.5	87.7	261.6	279.0	58,124	59,641	177,899	189,711
Reader's Digest:								
English Edition	121.8	95.3	354.0	297.8	22,159	17,336	64,428	54,191
French Edition	130.5	109.0	370.5	329.3	33,751	19,838	67,431	59,924
Revue Moderne	26.2	24.6	60.2	76.4	17,797	16,731	40,931	51,969
Revue Populaire	36.3	24.5	94.2	66.1	25,417	17,123	66,143	46,257
Samedi	16.4	21.5	46.7	55.0	11,502	15,045	32,734	38,542
#Saturday Night	42.6	45.2	107.3	109.4	17,890	18,985	35,108	45,907
*#Time-Canadian	155.9	158.5	368.1	337.1	65,415	66,535	154,910	141,925
Total Group	590.0	537.6	1,655.4	1,575.6	278,608	257,101	747,383	736,907

†Formerly Canadian Homes & Gardens. #Not included in totals; as April figures were not available as this issue went to press March figures are shown. *Four issues March 1960; five issues March 1959.

§Foreign (April)

	Pages				Lines			
	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959	April 1960	April 1959	Jan.-April 1960	Jan.-April 1959
Hablemos	38.1	31.2	81.3	57.0	31,962	26,166	68,250	47,880
Popular Mechanics:								
Popular Mekanik (Danish)	24.5	17.5	93.5	72.0	5,488	3,920	20,944	16,128
†PM (Dutch)	9.0	—	41.3	—	2,016	—	9,251	—
Mecanique Populaire (French)	26.4	33.5	104.0	108.4	5,908	7,504	23,290	24,281
Populare Mechanik (German)	3.3	6.9	16.4	19.5	739	1,546	3,673	4,368
Popular Mekanik (Swedish)	10.0	10.5	43.5	34.5	2,240	2,352	9,744	7,728
‡Mecanica Popular (Spanish):								
Mexican-Caribbean Edition	26.4	—	95.9	—	5,908	—	21,462	—
Southern Hemisphere Ed.	15.4	—	54.7	—	3,444	—	12,252	—
Brazil (Portuguese) Ed.	17.0	—	74.1	—	3,808	—	16,604	—

Reader's Digest: April linage figures for Reader's Digest International editions will appear in next month's tabulation; March figures for these editions ran in the March 21 issue of Advertising Age.

Total Group	170.1	99.6	604.7	291.4	61,513	41,488	185,470	100,385

§Because current month linage figures for several publications are not yet available this group is broken into an April and a March section. †First published January 1960. ‡Editions first published January 1960.

Foreign (March)

	Pages				Lines			
	March 1960	March 1959	Jan.-March 1960	Jan.-March 1959	March 1960	March 1959	Jan.-March 1960	Jan.-March 1959
Life International:								
†International Edition	89.6	93.3	234.0	190.7	61,030	63,495	159,120	129,795
*Mexican Edition	25.0	—	58.6	—	17,000	—	39,950	—
Spanish Edition	37.4	52.3	128.3	148.5	25,500	35,615	87,295	101,065
Spanish Edition ‡(Caribbean Edition)	18.4	—	59.0	—	12,580	—	40,120	—
††Newsweek:								
Pacific Edition	96.5	81.3	264.8	188.0	40,530	34,125	111,195	78,960
European Edition	76.7	89.0	209.6	197.7	32,200	37,380	88,025	83,020
††Time International:								
Time-Atlantic	139.5	131.2	372.9	307.4	58,555	55,090	156,555	129,080
Time-Latin American	96.1	121.8	261.6	284.1	40,705	51,100	109,830	119,665
Time-Pacific	92.2	114.1	261.7	277.6	38,710	48,230	109,865	116,550
Vision:								
Visao (Portuguese)	133.7	136.8	341.7	380.2	56,137	57,470	143,497	159,670
Mexican Edition	16.5	15.3	44.8	47.8	6,930	6,440	18,830	20,090
Spanish Edition	83.0	65.6	216.7	202.7	34,860	27,545	91,000	85,120
Total Group	904.6	900.7	2,453.7	2,224.7	424,737	416,490	1,155,282	1,023,015

†Two issues March 1960; three issues March 1959. *First published May 18, 1959. ‡First published January 1960. ††Four issues March 1960; five issues March 1959.

'Exciting New Ads Soon' for Philip Morris, Cullman Says; Cites Banner First Quarter

(See picture on Page 3)

RICHMOND, April 12—Philip Morris Inc.'s sales for the first quarter of the year reached approximately $109,000,000 for a record first quarter high, Joseph F. Cullman III, president, told stockholders at the company's annual meeting here today. He estimated the company would show an "8.5% increase in earnings on a 3.5% sales improvement." First quarter sales in 1959 amounted to $105,500,000.

A "major factor behind this improved performance," Mr. Cullman, said, "is the contribution of Alpine cigarets. The outlays used for promotion of this high quality, menthol brand last year proved well worth while." Philip Morris, in its annual report (AA, March 21) had indicated that "high introductory marketing costs acted to curtail the company's 1959 net earnings." Mr. Cullman called Alpine "the leading entry among new brands placed on the market last year."

■ He added, "You will soon see some exciting new advertising behind the Philip Morris brand, where sales now appear to be stabilizing." Benson & Hedges, he said, which is "maintaining leadership in the premium price, premium quality field," is now being sold in "certain markets in a new package that employs a new concept in cigaret packaging."

Stockholders voted approval of the acquisition of A. S. R. Products Corp., maker of razors, blades, and precision metal products. #

Adams Joins D. P. Brother; Agency Promotes Seven

William M. Adams, a member of Chrysler Corp.'s public relations staff for the past six years, has joined D. P. Brother & Co., Detroit, as public relations director.

The agency also has promoted seven persons: Donald W. Walton, vp and director of merchandising, to copy chief on Oldsmobile; Jack R. Henderson, assistant account executive on Oldsmobile, to director of merchandising; Harold P. Richardson, to assistant account executive on Oldsmobile; Thomas W. Jipson, account executive on Rochester Products division of General Motors, given additional account responsibilities with Guide Lamp and Brown-Lipe-Chapin divisions of GM; Thomas H. Reid, copywriter on New Departure, to account executive; Thomas R. Boyd, creative staff member, to assistant account executive on Guardian Maintenance, and Edmund F. Rushton, from copywriter on Accessory Group (GM) to copy chief.

Basford Appoints Four; Adds Motor Cargo Account

G. M. Basford Co., New York, has appointed Andrew Certner to the copy department and Edward C. Mead, John J. Ryan Jr. and Conrad Carstens account executives in the public relations department. Mr. Certner formerly was with Wehner Advertising; Mr. Mead formerly was with Sutton Publishing Co.; Mr. Ryan was with U. S. Steel Corp. and Mr. Carstens was with Interchemical Corp.

Motor Cargo Inc., Akron, has named Basford's Cleveland office its first agency. The carrier company operates branch offices or terminals in 22 cities.

Heims Agency Changes Name

Earl Heims & Associates, Portland, Ore., has changed its name to Heims & Turtledove. The new principal is Harry L. Turtledove, veteran in Portland newspaper and advertising work and a partner since 1959. The agency also has added the following new accounts: Oregon Pioneer Savings & Loan, Hollywood Furniture and Heathman Hotels of Portland, and Nudleman Bros., Seattle.

'Sunset' Presentation Tells '4th Dimension'

CHICAGO, April 12—Howard Willoughby, exec vp of *Sunset Magazine*, presented a new slide-sound presentation, "The Fourth Dimension of a Magazine," at a luncheon for advertising executives here today. Previously the presentation had been shown in New York.

The film talks of the qualitative aspects of magazine service, represented by its special editorial content and its ability to get close to the lives of its readers. The added impact of editorial material especially pertinent to the living problems of families was stressed by numerous examples supplied by *Sunset* readers and merchandisers on the Pacific Coast.

The presentation also summarizes Starch reports over a period of several years, showing that identical ads appearing in this magazine and others have had much higher "read most" scores in *Sunset*. The only exception noted was *The New Yorker*, which was credited with having similarly high scores. #

Heinz Sets Baby Food Contest

H. J. Heinz Co., Pittsburgh, is sponsoring a $200,000 Paris-vacation-for-two contest for purchasers of Heinz baby foods. Entrants must buy six baby foods to be eligible. Promotion includes advertising on eight daytime network tv shows, 175 dailies, more than 12 magazines and Sunday supplements. Maxon Inc., Detroit, is the agency.

ASR Offers Premium

ASR Corp., New York, is offering a fishing lure or a set of hook guards as a free premium with Pal injector blades. The premium is on the same card as the blades. Advertising will break in May with a b&w page in *Life*, followed by smaller units there and in Sunday newspaper sports sections. Kenyon & Eckhardt, New York, is the agency.

'SEP' Boosts Three

The Saturday Evening Post has promoted two trade relations representatives to its sales staff. Named to the Cleveland and St. Louis staffs, respectively, are Roy Ineman and George W. Lodge. The *Post* also has transferred Duncan Y. Bennett from a trade relations representative in Philadelphia to the same post in Boston.

Manufacturers/Agencies/Publishers:

EASY
CHANGE
DISPLAY

A NEW DRAMATIC P.O.P. DISPLAY FRAME DESIGNED TO MAKE YOUR AD DO A BETTER SELLING JOB!

Ideal for trade shows...well accepted at the retail level.

- Unique rear panel offers easy changeability of ad.
- Has the beauty of a laminated plaque; much more economical.
- In-use by leading manufacturers and publishers.
- Representatives available in New York area.
- Write for size and price information.

RICH-TONE SCREEN PROCESS CO.
70 W. Houston St., New York 12, N.Y.
Phone: ALgonquin 4-8163

SERVICE
IS MORE
THAN
JUST A
WORD
AT LAKE SHORE ELECTROTYPE DIVISION

3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES • REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

QUANTITY
Photos Sell
MODELS

They couldn't mail a Model, so they sent a glossy photo. If *you* can't send your product, send a photo.

8 x 10 GLOSSY PHOTOS 9½¢ EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY Photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog

QUANTITY PHOTO CO.
119 W. Hubbard St. • Chicago 10, Ill.
Telephone SU 7-8288

THE LEADER IN **NEW PASSENGER CAR** ADVERTISING...BECAUSE

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News has carried more new passenger car linage than any other Chicago daily newspaper during each of the last fourteen years. Part of the reason: Daily News families buy new cars...their median income is $1070 a year higher than Metropolitan Chicago as a whole. The rest of the reason: Daily News families are receptive...93% of them read the paper at home and spend at least 35% more time with the Daily News than readers of the other Chicago dailies.

Smith, Hagel Adds Two Accounts; Names Zobel

Smith, Hagel & Knudsen, New York, has been appointed to handle advertising for Arabol Mfg. Co., New York, and American SIP and VDF Lathes divisions of Rudel Machinery Co., New York. R. T. O'Connell Co. formerly handled Arabol. Marsteller, Rickard, Gebhardt & Reed formerly handled the Rudel divisions.

Zan Zobel, formerly administrative art director of Royer & Roger, has joined Smith, Hagel in the same position.

MANUFACTURE or SELL
Sporting Goods?

Learn how NSGA can help you
at these COMING EVENTS!

MID-YEAR CONFERENCE
AND EXHIBITS — CHICAGO
Morrison Hotel — July 31-August 3, 1960

13th ANNUAL WESTERN MARKET
Trade Show of the West
Ambassador Hotel
Los Angeles
November 6-8, 1960

ANNUAL CONVENTION
AND SHOW — CHICAGO
Morrison and Palmer House Hotels
January 22-26, 1961

Write or Wire

NATIONAL SPORTING GOODS ASSOCIATION
716 North Rush Street — Chicago 11, Illinois
Serving the sporting goods industry for 32 years.

McCulloch Launches Campaign

McCulloch Corp., Los Angeles, has launched a radio and tv campaign in the Pacific Northwest to promote its chain saws in the lumber industry. McCulloch will use "Saturday Sports-special" on CBS radio and "Hank Weaver News" on ABC radio Mondays and Fridays. It will also use a saturation spot campaign on 22 radio and 16 tv stations. Drive was kicked-off the first week in April and will extend through mid-May. Fuller & Smith & Ross, Los Angeles, is the agency.

Quickline Names Harrison

Quickline Co., Detroit, manufacturer of Quick brand iron-on fabric patches and belt kits, has named Harrison-Shea Advertising, Detroit, to handle its advertising and public relations. Stone & Simons Advertising, Detroit, is the previous agency of record.

Carling Promotes Mutter

George J. Mutter has been appointed advertising and promotion budget supervisor of Carling Brewing Co., Cleveland. Mr. Mutter has been with the Carling personnel department since 1956.

Bogue Joins Mail Ad Corp.

Barney Bogue has been named director of the new automotive division of Mail Advertising Corp. of America, Detroit. Mr. Bogue formerly was vp and creative director of Cerre Co., Detroit.

Agency Panelists Say Public Service Shows Are Salable

NEW YORK, April 14—People who think that television needs more public service fare should take heart from the latest time buyer opinion panel of NBC Spot Sales.

Some 292 panelists, representing 225 advertising agencies, participated in this report, the sixth in a series published by NBC.

Among the major findings:

- Two out of three panelists (65%) were convinced that a station with a strong public service image offers "greater sales effectiveness" to advertisers.
- Three out of four respondents (73%) from larger agencies believed that public service broadcast fare can be effective in promoting high cost, hard goods products.
- Most of the panelists (81%) said presentation of controversial material would not be detrimental to a sponsor if his program presented both sides of an issue fairly.
- Seven out of 10 of the panelists from the biggest agencies predicted that advertisers will be more favorably inclined toward public service sponsorship "in the coming years."
- Most of the panel members felt that the big broadcast sponsors should share the financial responsibility of supporting public service programming.

■ On the other hand there was a good deal of confusion as to what public service programming is. These comments were typical:

"In my opinion any program that fills a need . . . a definite need . . . can be classed as public service. Where can you draw the line between telecasting an Olympic games event as a public service and telecasting a sponsored football game? Is 'Meet the Press' public service or entertainment? And isn't a 6 p.m. cartoon a public service to parents?" (Sanford L. Kahn, radio-tv director, Mulle, Breen & Waldie, Beverly Hills).

"Defining public service is somewhat like trying to define gray, a color that can fall anywhere between pure white and absolute black. The president of the 'Ladies African Violet Club,' reading a paper on African violets, can be called public service. The recent 'Armstrong Circle Theater' expose of stock swindling can also be called public service." (Leslie R. Sterne, radio director, Smith, Taylor & Jenkins, Pittsburgh).

■ Most of the buyers said "they would be more inclined to recommend the purchase of a public service program if they were supplied more qualitative information than is presently available." They indicated that more specifics as to the qualitative pluses would be needed to offset the lack of mass appeal of such shows. The need for more stress on local issues and problems in these programs also was emphasized.

Do public service programs frighten away potential spot buyers? Some 60% of the panel stated they have bought or would buy adjacencies to radio public service shows; for tv the figure was slightly higher—63%. About 17% said they avoided such adjacencies.

There was an indication that cultural fare, especially on radio, could do even better with buyers if it were improved. Some 30% of the respondents said they thought the quality of radio public service fare has declined; 40% thought it had improved. Tv fared better in this respect, with a score of 65% in the increased column, against 11% in the decreased column.

■ Practically everybody thought public service programming could be effective in molding the corporate image; two out of three panelists said this kind of broadcasting could help promote hard goods products, and one out of four felt it could be useful in promoting low cost, high turnover products. #

Compton Appoints Three

Compton Advertising, New York, has named Walter R. Stone, formerly an account executive at Geyer, Morey, Madden & Ballard, an account executive. Compton also has named John D. Burke, a vp, creative director of the agency and Edward M. Gallagher, an account supervisor, a vp.

Powell, Schoenbrod Adds One

Universal Battery Co., Chicago, has appointed Powell, Schoenbrod & Hall Advertising, Chicago, to handle its advertising and public relations. Universal, which has not had an agency for several years, plans to use newspapers, radio, tv and magazines this year.

THIS, TOO, IS
THE NEW
PITTSBURGH

WHERE
GREAT THINGS
ARE
HAPPENING

Focal point of a multi-million-dollar renaissance — that's The Point at the tip of Pittsburgh's Golden Triangle. It symbolizes the growth and vitality of this market of 3 million people where great things are happening. Great things are happening, too, at the Post-Gazette, Pittsburgh's only locally-owned newspaper. With new highs in advertising and home-delivered circulation, it can help you get your share of America's Eighth Market, Pittsburgh.

Represented nationally by Moloney, Regan & Schmitt **Pittsburgh Post-Gazette**

Milton P. Higgins, President, Norton Company, views his company's advertising:

"Without advertising, all this power would just help us build inventory."

"From fusing raw materials for our grinding wheels, refractory and other abrasive products right through the final production steps, we use several hundred million kilowatt hours of electricity each year.

"But it takes a different kind of power to move our products out of inventory and into use by our customers—the power that consistent advertising in top business publications can help us generate.

"Norton ads, in business magazines like McGraw-Hill's, tell engineers, managers, purchasing agents and other prospects about the help our lines offer.

"Product advertising, and having the Norton name known, is to us as indispensable a force as electric power."

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	January 1959	January 1960	% Change
ABC	$10,647,078	$13,227,680	+24.2
CBS	22,129,248	23,578,557	+ 6.5
NBC	19,299,853	20,950,030	+ 8.6
Total	$52,076,179	$57,756,267	+10.9

Parts of the Day

	January 1959	January 1960	% Change
Daytime	$18,321,279	$17,259,284	— 5.8
Monday-Friday	15,162,498	13,297,483	—12.3
Saturday & Sunday	3,158,781	3,961,801	+25.4
Nighttime	33,754,900	40,496,983	+20.0
Total	$52,076,179	$57,756,267	+10.9

Prudential Promotes Two

Paul E. Smith Jr. has been named director of public relations and advertising in the Mid-America home office of Prudential Insurance Co. of America, Chicago. Mr. Smith, formerly manager of advertising and sales promotion for the company's south central home office, Jacksonville, Fla., succeeds Harry H. Edel, who is being transferred to the company's Newark office, where he will help supervise the coordination of public relations, sales promotion and advertising activities with the company's seven regional offices.

SWINGLES.
CUSTOM MADE
ONLY $58
U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St., N. Y. 19, N. Y. • PLaza 7-5730

Two Join Wade Agency

Dwight 3. Reynolds, formerly advertising manager of Alberto-Culver Co., has joined Wade Advertising, Chicago, as media supervisor on Alberto-Culver. Rosemarie Bramel, previously with Compton Advertising, New York, has joined the media department of Wade Advertising, Los Angeles, as a time buyer.

Look what's happened to COLOR TV and RECLINING CHAIRS!
RCA VICTOR
Barcalounger

RECLINING TV THEME—*Barcalo Mfg. Co., Buffalo, and RCA Victor, New York, tie in their Barcalounger chair and RCA color tv set in this color spread appearing in the April 2 issue of The New Yorker as one phase of a broad tie-in promotion. Each company will feature the other's product in sales promotion brochures and catalogs. Batten, Barton, Durstine & Osborn, the Barcalo agency, prepared the ad.*

Replying to FTC, Stauffer Says Ad Claims Are True

Los Angeles, April 12—In a statement about a complaint lodged against Stauffer Laboratories by the Federal Trade Commission challenging advertising claims of Stauffer, B. H. Stauffer, company president, said the FTC has "confused the Posture Rest unit featured in our reducing plan as a vibrator or massage device."

The FTC complaint challenged claims by Stauffer that its couch removes unwanted pounds and inches and firms sagging muscles. FTC maintained that weight reduction is brought about by dieting, not by the couch. The couch is sold as part of Stauffer's home plan.

■ Mr. Stauffer said that when all facts are known by the FTC, the company's position will be made clear and the "propriety of our advertising claims will be fully sustained."

Mr. Stauffer said that he felt it was unfortunate the matter has been "prematurely publicized" and deplores the "department's practice of punishment by publicity prior to a formal hearing." #

Hotpoint Joins 'Time' in Push

Hotpoint Co., a division of General Electric Co., has joined with *Time* to launch a dishwasher display promotion which will be tied to Mother's Day, May 9. Hotpoint dealers will be awarded automatic dishwashers for the best in-store or window display as judged by their distributors. Ads in *Time* will be placed April 11 and May 2. The magazine is tying-in with the promotion by supplying special display kits for dealers, including banners and easel cards for counter display.

Ampex Introduces 2 Products

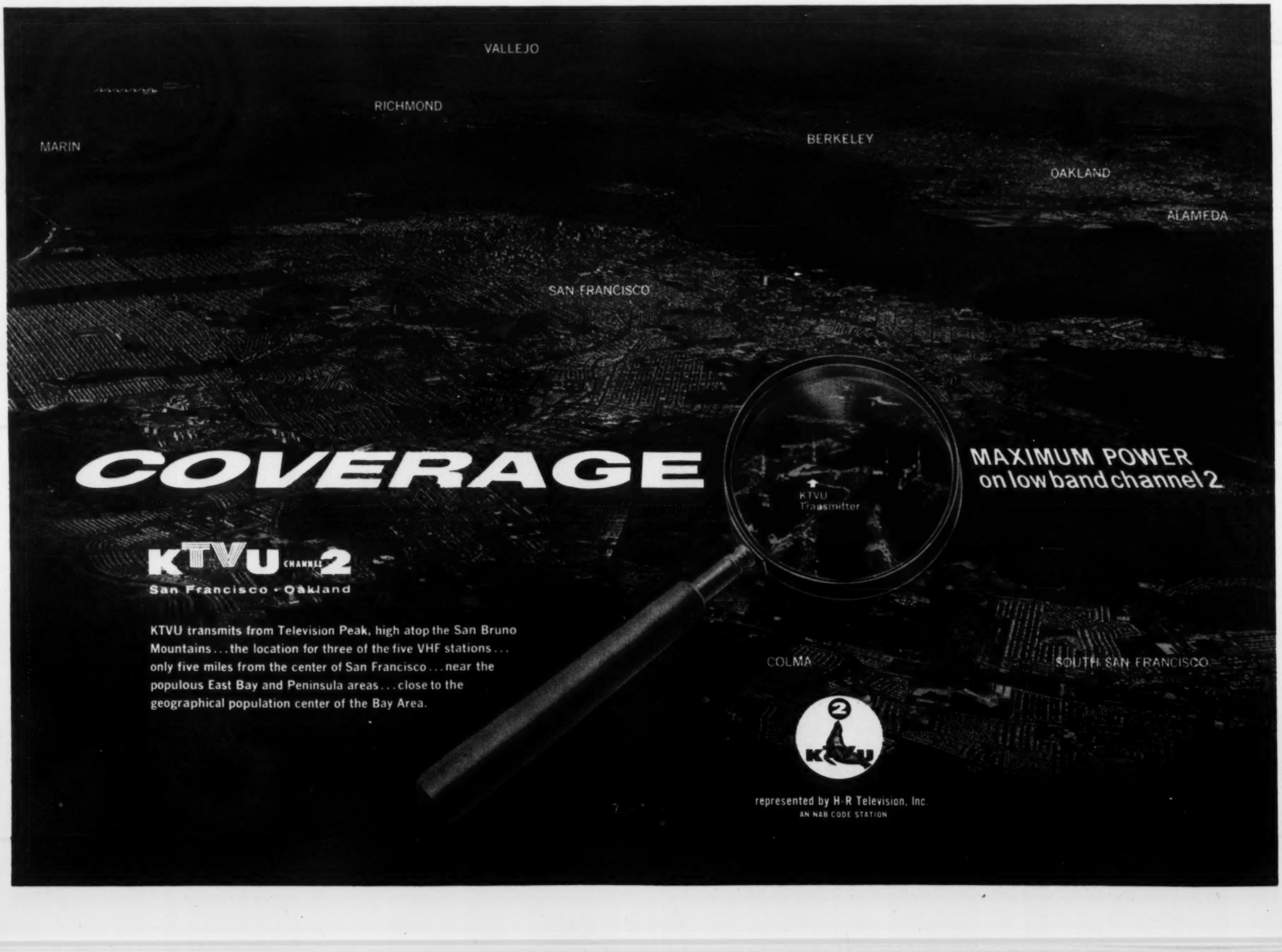
Ampex Corp., Redwood City, Cal., introduced two innovations from its video division at the National Assn. of Broadcasters convention in Chicago. One was a smaller model tv tape machine, designed for portable use and smaller studios. The new basic unit takes 11 sq. ft. of floor space, compared with 19 sq. ft. for the regular console model. The other product, Inter-sync, a tv signal synchronizer, allows greater flexibility for program producers in combining the use of tape with live shows or other tapes.

Westgate Joins Woolf

William F. Westgate, formerly an account supervisor with McCandlish Lithograph, New York, has joined Thomas O. Woolf & Son, New York, as representative of *Ordnance* and *U.S. Naval Institute Proceedings* in eastern states.

Tuna Products Names Zubrow

Tuna Products Corp., Boston, has appointed S. E. Zubrow Co., Philadelphia, its new agency. The company plans to use newspapers, spot radio and tv in selected markets. J. W. Spellman Inc., Boston, is the previous agency of record.



COVERAGE

MAXIMUM POWER
on low band channel 2

KTVU CHANNEL 2
San Francisco - Oakland

KTVU transmits from Television Peak, high atop the San Bruno Mountains . . . the location for three of the five VHF stations . . . only five miles from the center of San Francisco . . . near the populous East Bay and Peninsula areas . . . close to the geographical population center of the Bay Area.

2 KTVU

represented by H-R Television, Inc.
AN NAB CODE STATION

Grow with OKLAHOMA!

Oklahoma Report

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Oklahoma City No. 2 April 1960

HIGHER INCOMES

The people of Oklahoma are earning greater income than ever before. Federal tax collections for the first seven months of the fiscal year '59-'60 are up $37.75 million. More than $22 million of this increase is reflected in income taxes. Luxury, gasoline, automobile and corporation taxes are showing substantial gains. The trend established for this seven-month period assures another record breaking income year for Oklahomans, which in turn will provide more spendable income for consumer goods and services.

HOUSING BOOM

Construction in Oklahoma showed 80.5% increase in 1959 over 1958. In Oklahoma City the first 60 days of 1960 showed an increase of $3 1/2 million over the same period 1959. Residential building boom continues. A $44 million, 640-acre "Quail Creek" residential development; a $30 million "Windsor Hills" development; "Southern Hills", a multi-million dollar 900-residence site; and "Hillcrest Heights", all multi-million dollar residential projects not included in the 60-day figure quoted above. This reaffirms the already established high record of 80% home ownership in Oklahoma City which is far above the national average.

PROOF OF FAST GROWTH

United States Department of Commerce reports Oklahoma City and Houston as the fastest growing metropolitan areas of the seven major cities surveyed in the Southwest . . . $206 million spent and committed for industrial and community improvements in Oklahoma City during 1959 . . . $12 million Penn Square, 46-store shopping center opened in March . . . $2 1/2 million, 15-story apartment containing 178 units started in February . . . $7 million Federal Building now under construction . . . $8 million Aero Medical Research Center of Federal Aviation Authority under construction at FAA Center . . . $35 million Western Electric plant to employ up to 4,000 people nearing completion . . . Other industrial and economic improvements being added constantly.

SOLID COVERAGE

The ABC Publishers Statement, 6 Months Ending September 30, 1959, showed the combined circulation of the Daily Oklahoman and Oklahoma City Times equals 55.5% of the households in the greater Oklahoma City 58-county market area. This rich, dynamic 58-county market accounts for 68.5% of the state's households, 67.6% of the total retail sales, 65.9% of the consumer spendable income. The Sunday Oklahoman reaches 47.4% of the families in this same area each week.

GAINS IN CIRCULATION AND ADVERTISING

Substantial gains in advertising and circulation were registered in 1959. Combined daily circulation of the Oklahoman and Times was 270,736, an increase of 11,790. The Sunday Oklahoman circulation was 240,753, an increase of 5,085. (ABC Publishers Statement, 6 Months Ending September 30, 1959). Oklahoman and Times advertising linage showed an increase of 12.94%.

THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES Represented by The Katz Agency

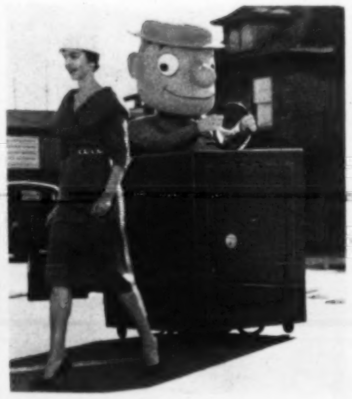
PHOTO REVIEW

Kerby McCormack Kilgore Bottorff Ackell Feeemster

CITY ADDED—*The Wall Street Journal has added a sixth city—Cleveland—to those in which the paper is printed simultaneously. Looking at the first edition to come off the presses in the new Cleveland printing plant are Dow Jones & Co. executives William F. Kerby and Buren H. McCormack, both vps and editorial directors; Bernard Kilgore, president; Robert Bottorff, executive editor; J. J. Ackell, general manager of development and planning, and Robert M. Feemster, chairman of the executive committee, of which the others are members.*

Chorus Line Ward

ANNUAL GRIDIRON—*The chorus line in the 1960 Gridiron of the Women's Advertising Club of St. Louis listen as Dorothy Ward, who has starred in all 26 of the Gridiron presentations, sings the theme song, "Queens Are Wild." Since it was started in 1935, the show has contributed $150,000 to cancer research.*



AUTO SAFE—*Cribbing from its 1960 tv commercials, Safeco Insurance Co. of America, Seattle, which insures "preferred risk" safe driving autoists, had this "driving safe" built. It is propelled by an electric wheel chair. The "safe" was developed by Safeco's agency, Cole & Weber.*

Vierheller Harris Jostedt Davidson Wetmore Adams

NO LACY FRILLS—*In a skit from the Women's Advertising Club of St. Louis 26th annual Gridiron are Shirley Vierheller, Marilyn Harris as an apartment janitor, and Peg Jostedt, who sings a song in the show. Miss Jostedt was producer, with Miss Harris as assistant. Mrs. E. Gary Davidson was general chairman of the affair; Carlotta Wetmore is the club president, and Bea Adams, originator of the show 26 years ago, was director and co-author. Proceeds, as in the past, will go to cancer research.*

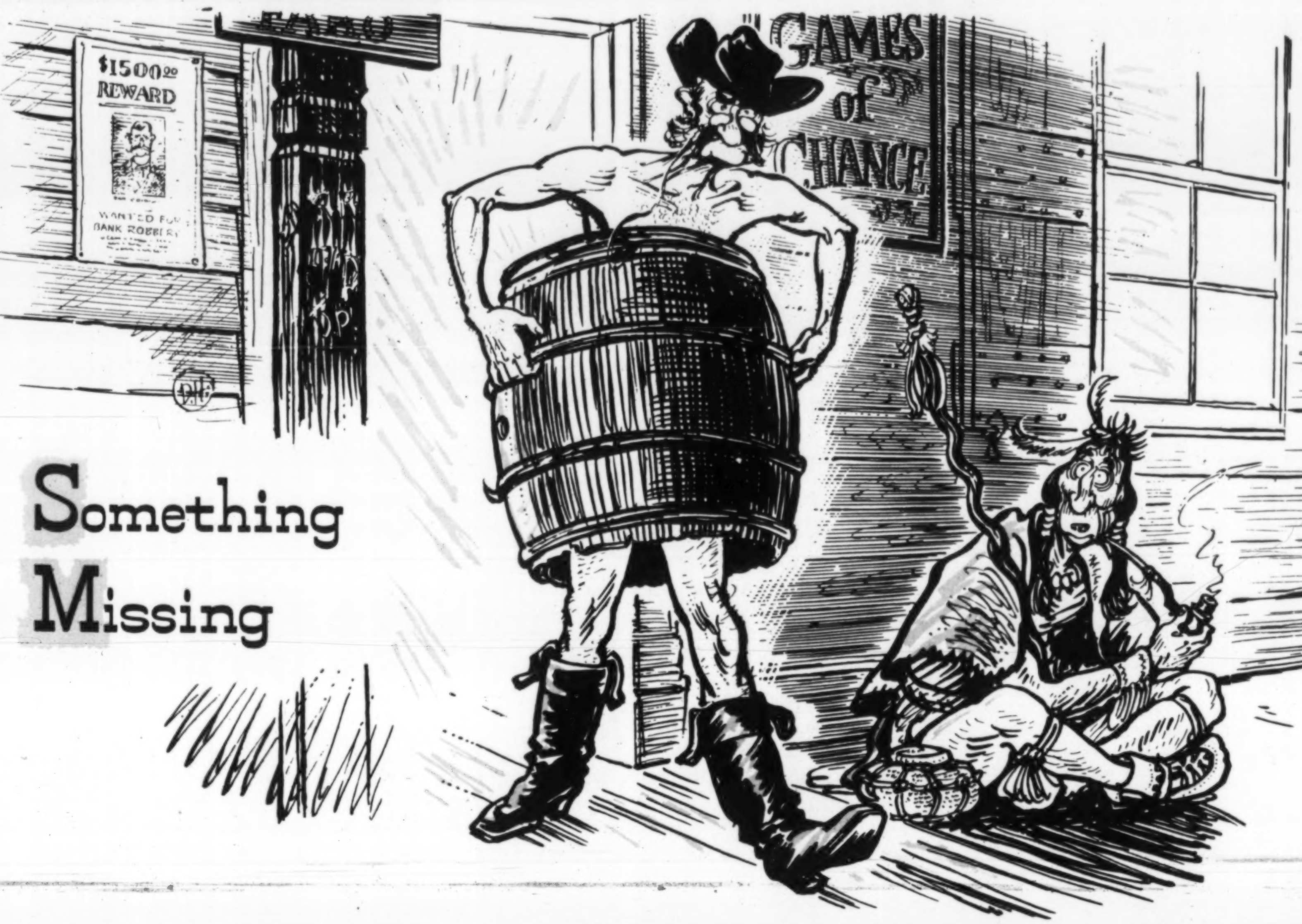
Chevins Marsteller Weir

Otterson Anderson Venezian Alling Muller Girdwood McGraw Keezer Bond Benjamin

ADVISERS AND CONFEREES—*At the McGraw-Hill publications communication conference (AA, April 11), the camera caught these moments: Chatting during a break between sessions in Atlantic City were Dexter M. Keezer, vp and economics chief; Nelson Bond, president of the publications division, and Curtis Benjamin, president of the book company. Featured at a creative session were these advertising agency executives: Anthony C. Chevins, Cunningham & Walsh; William A. Marsteller, Marsteller, Rickard, Gebhardt & Reed, and Walter Weir, Donahue & Coe. Along the boardwalk, John Otterson, division manager, San Francisco; Russ Anderson, publisher, Metalworking Products; Angelo Venezian, vp; Stanley Alling, publisher, Product Engineering; Robert Muller, publisher, Chemical Week; James Girdwood, publisher, Electronics, and Harold McGraw Jr., vp of the book company.*

Cowles Rockwell Crain

ANNUAL IM AWARD—*William F. Rockwell Jr., president, Rockwell Mfg. Co., Pittsburgh, receives the Industrial Advertising Man of the Year award, presented annually by Industrial Marketing, from G. D. Crain Jr., publisher of IM,* ADVERTISING AGE *and Advertising Requirements. Arthur W. Cowles, exec vp, Marsteller, Rickard, Gebhardt & Reed, Rockwell's agency, looks on.*


FARO
$1500.00
REWARD
WANTED FOR
BANK ROBBERY
GAMES
of
CHANCE

Something Missing

... like California without the Billion-Dollar Valley of the Bees

THE SACRAMENTO BEE
THE MODESTO BEE
THE FRESNO BEE

- **Actually, total effective buying income of more than $3 billion**
- **More people than each of 18 states**
- **Not covered by San Francisco and Los Angeles newspapers**

Look to inland California — the Billion-Dollar Valley of the Bees — to broaden your sales potential in the West. If you're hugging the coastline, you're missing a huge market.

And, once you get over the mountains, you're in rich territory. Make your message work by putting it in the Bees — the only newspapers that cover California's inland Valley.

Data source: Sales Management's 1959 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a combined **bulk-frequency**. Check O'Mara & Ormsbee for details.

Portland Strike Seen as Armageddon for Dailies

From Small Beginning It Becomes Showdown Test of Union's Power

PORTLAND, ORE., April 15—The bitter newspaper strike that forced Portland's two dailies—the *Oregon Journal* and the *Oregonian*—into publishing jointly for the past five months, will move next week into a new and perhaps final phase.

Starting Monday the two newspapers will resume separate publication. To many in the city, that signals the end of the strike and clear defeat for labor. To labor, however, this new phase marks the beginning of the most intensive efforts yet undertaken to bring what one union official called "a rapid and honorable conclusion" to the strike and a return to work of those whose jobs now are largely being performed by non-union replacements.

■ The Portland strike began as a controversy with a single union, the stereotypers, and involved, not wage rates, but conditions of work. But the strike spread immediately to all other unions having to do with the production of a newspaper, including typesetters, engravers, pressmen, and others right through to reporters and photographers. The result on Nov. 10 was a mass exodus, and a closure of the two dailies. Within a week, however, they were being published as a joint newspaper in the plant of the *Oregonian*.

By Dec. 11, as retail stores were reaching the peak of the pre-Christmas promotion, the combined *Oregonian-Oregon Journal* carried 60 pages. Since then, larger issues have been common, and multi-color presswork has come back.

■ By last week most spots in the two papers had been filled; about the only remaining need was for additional reporters and skilled printers. Union negotiations broke off last January, and with the exception of recent sessions with the Newspaper Guild, no meetings between management and unions have been held since.

Newspaper requirements for any settlement have stiffened. This is evident in negotiations with the American Newspaper Guild. The guild contract runs to June 11 and provides for a 90-day opening. The newspapers went into negotiations "without prejudice to our rights or your disability." The newspapers insist that any new contract provide an open shop (the previous contract had a maintenance of membership clause); the addition of a no-strike clause, and provision for financial responsibility in case of strike.

■ Two negotiating sessions had been held with the guild when top officers of six international unions in the newspaper field, all with locals involved in the Portland strike, stepped in with appointment of a single director of labor policy and negotiations, René J. Valentine, an ITU international representative.

Mr. Valentine's appointment followed a "summit meeting" of the international presidents of the stereotypers, pressmen, photoengravers, bookbinders, typographical union, and guild. The group met first at Phoenix in late March, and then at Portland. Mr. Valentine, as the single representative of all the unions, replaces the Inter-Union Newspaper Strike Committee, the chairmanship of which rotated among the unions.

■ The key to the strength of the *Journal* and *Oregonian* as they start separate publication next week has been their recruitment and training of replacements for strikers. As the recruitment program stepped up, the skilled help brought in originally from the outside has largely left, or the few who have remained have become permanent employes.

How fully the newspapers have become staffed is indicated by employment for the composing rooms. Where before the strike the two papers had a combined total of 285 men, employment of replacements has reached 275, including trainees.

Substantial savings in operating costs are being made with the new crew, managements of the two papers stress.

■ How the two dailies have fared on circulation is a matter of wide disagreement. Management reports that total circulation of the joint issue dropped only 16% from the pre-strike total of the two dailies. But at the strike headquarters, circulation is reported down from a total of 429,000 to 268,000. The estimate of the strike committee is based on the number of cancelations its door-to-door canvassers have picked up. Management replies "Nonsense!" to reports of deep cuts and says that in recent weeks circulation has been picking up. Some cutback was inevitable because of the overlapping of circulation by families which formerly took both dailies and now may be cut back to one edition of the joint morning and evening paper.

The door-to-door canvassing has been done by a crew of 120 men drawn from the newspaper crafts, working in crews of four and calling individually on householders to explain issues and to ask for cancelation of subscriptions. This effort started Jan. 4. The city has been covered once. Canvassers are now repeating the coverage and report cancelations about two-thirds the rate of the first time around.

■ Canvassers who get a cancelation fill in the name on a postcard and bring the cards to the strike headquarters. There the results are tabulated, cancelations are phoned to the papers; then the postcards are mailed in.

For this the papers have their own defense system. Subscribers are told that if they "fear unpleasantness or reprisals, go ahead and sign the cancelation form . . . knowing that such 'third party' cancelations will not be accepted." Telephoned cancelations are

To the people of the Twin Cities and the vast Northwest WCCO Television has become a habit . . . a routine . . . a way of life. They have taken Channel 4 into their homes like a member of the family for they know they can depend on Channel 4 to give them the type of day-in and day-out programming that suits them and their needs.

It is a habit with housewives to always include Randy Merriman and Arle Haeberle in their daily lives.

Kids storm their television sets each afternoon to watch Axel, Bozo and Clancy the Cop.

People of the Northwest have learned to depend upon the Dave Moore News and the Dean Montgomery News on Channel 4 because they know it is the complete news, unaltered by sensationalism and bias. Channel 4 News is also the only place in Northwest television where the viewers find a thought-provoking editorial upon which they can pause and reflect. They know only Channel 4 gives them the news in depth . . . the type of newscasting that fits their way of life.

Channel 4 is a sports fan's haven. Northwest people not only get all the scores and sports features on the Dick Enroth, Rollie Johnson and Don Dahl sports programs, but here is where

AFFILIATED WITH THE CBS·TELEVISION NETWORK

checked by newsboys before being accepted.

■ Publicity has been one of the key tools for the strikers. Both radio and television are used to carry the strikers' side and to ask support in the drive to cancel subscriptions.

In radio, 44 spots a day are carried on four outlets—KXL, KPOJ, KWJJ and KGW. Five-minute broadcasts of strike news are carried on KLIQ, KPDQ, KPVA, and KWJJ.

A series of weekly tv shows was begun in late March, using KPTV at 8 a.m. Wednesdays. Last week's program in this series was devoted to a taped interview of Mr. Valentine. In all, Robert Shults, president of the Portland Newspaper Guild, places expenditures on radio and tv at about $3,000 a week. One sound truck tours the streets advising people to cancel their subscriptions.

Publication of the *Portland Reporter* was initiated by the unions to provide an outlet for local news and advertising for those who have canceled their subscriptions or do not want to advertise in the struck dailies. Distribution is free; circulation is 80,000.

One avenue of advertising the strike committee found closed; that was the outdoor boards of Foster & Kleiser. Copy was to carry a facsimile of a stop-subscription notice and to say: "Stop the strike-breakers; cancel your subscription to the *Oregonian* and *Oregon Journal.*"

Counsel for Foster & Kleiser said copy was not acceptable, and when the committee declined to substitute new copy, a check for the advertising, reported to be for more than $4,000, was returned. In addition Foster & Kleiser paid about $100 to reimburse the strike committee for cost it had already incurred in the printing of the paper for the boards.

■ Advertising linage in the combined papers has held near the levels of a year ago, after giving each daily credit for the linage in the joint issue. Media Records' February figures show that the smaller of the two dailies before the strike, the *Journal,* gained 12% for the daily issue while the *Oregonian* lost almost 30%.

When an advertiser places copy in the joint issue, he receives a bill from each newspaper at the full rate, as though he had placed a separate ad in each. This practice applies to all advertising, both display and classified, and has brought criticism from many advertisers. The rates have been held without change since the strike.

Among those found particularly unhappy with the double rate are automobile dealers, users of classified advertising; small shops which would normally use only one paper at a time; and large department stores which normally would vary the copy between the *Oregonian* and *Journal.*

One department store head notes that previously at least 80% of the copy was different as between the two dailies. He adds: "If we have the same copy in the two dailies, we do not get the spread of merchandise that we formerly got."

Two and four-color copy has been largely missing in the joint *Oregonian-Journal,* even after the pressroom was able to deliver this type of printing. One advertiser points out that normally full-color pages are alternated between the two papers, and a single insertion in both is too costly.

■ One retail advertiser says, "We squawked about the double rate, but we understood and went along with this practice."

As a group, advertisers are leery about any comment with which they will be identified. They take the position that they have merchandise to sell, that they need newspapers for this purpose, but that they remain neutral and outside the issues of the strike.

Some phone calls and letters have been reported from consumers protesting a store's use of the struck papers, but one store spokesman reports this as minor.

Some harassment from shoppers has occurred. In one instance a group of women sat down in the Meier & Frank coffee shop, ordered coffee, and then just sat, keeping others out.

■ Asked about this type of pressure, Mr. Valentine, the new strike director for the unions, said he had not heard of such incidents, but if someone came to him "with conclusive evidence that any of our people were involved in a demonstration of that sort, I would stop it arbitrarily. These [the merchants] are the people we want on our side."

During the months of joint publication, advertising salesmen of these two newspapers, in what for years has been regarded as one of the most competitive newspaper situations in America, have worked closely. Sometimes they joined in calls on customers. With a grin, Harold V. Manzer, advertising director of the *Oregonian,* commented: "Beginning the morning of April 18 we go back to trying to knock each other's brains out."

Distribution of the Portland papers was handled by alternate crews. One week the *Oregonian* delivered the papers to newsstands, stood the expense and kept the receipts. The next week the *Journal* took over. The method was simple, but as one result, half the newsstands were empty of papers at all times, as the *Oregonian* crew used only *Oregonian* boxes, and the *Journal* crew only *Journal* boxes.

■ How advertisers and readers will react to the separate publication is giving each of the dailies some concern. There is clear indication that advertisers prefer separate publication and the flexibility that this permits.

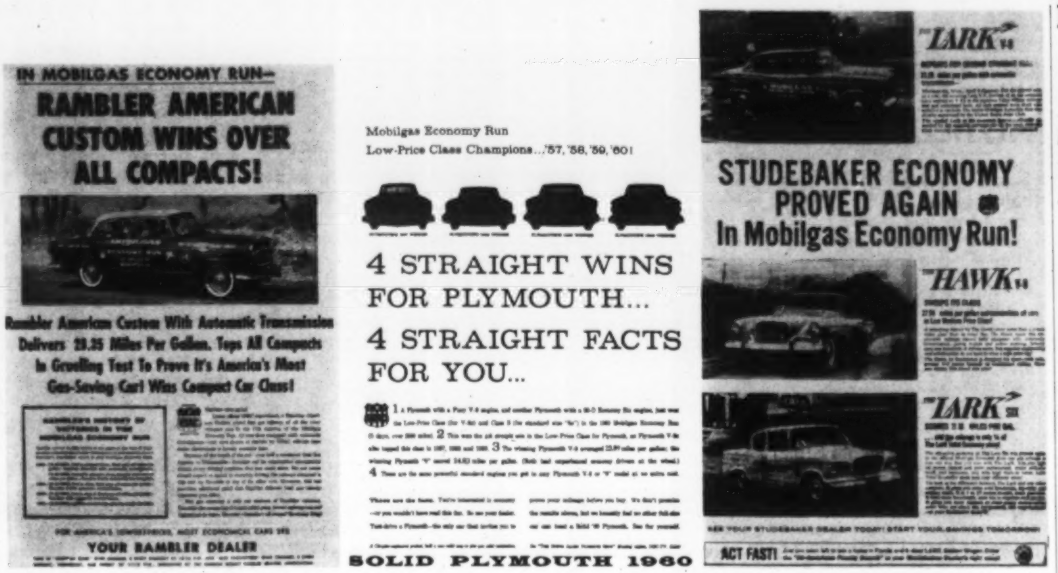
There is question, though, whether one paper may get more of the public's good will and support than another. Will the *Journal,* home-owned and the underdog in the two-paper competition, find new support? Will the unions concentrate their efforts against the Newhouse paper, the *Oregonian?*

One minor point of circulation may be the effect of the wide readership of comics. The combined daily has been carrying comics of both papers for five months. Will separation of the papers build circulation among comics fans who have become used to strips that formerly they did not see? #

they find live telecasts of all types of sporting events . . . more than on any other television station in the area. The whole family knows that through its affiliation with the CBS Television Network it is assured of the finest in television fare.

These are but a few of the reasons why WCCO Television is The Difference Between Good and Great in Twin City Television. These are not idle boasts . . . but facts which are proven month-after-month by Nielsen. In fact, just taking the past year (March '59-February '60) Nielsen shows WCCO Television commanding an average 43% share of the total audience from 7:00 AM to Midnight, seven days a week . . . a record virtually unmatched in any other four station market.

It all goes to prove WCCO Television is a Way of Life in the Northwest. Call Peters, Griffin, Woodward, Inc. and learn how you, too, can depend on WCCO Television to sell your product in the Minneapolis-St. Paul and Northwest market.


IN MOBILGAS ECONOMY RUN—
RAMBLER AMERICAN CUSTOM WINS OVER ALL COMPACTS!
Rambler American Custom With Automatic Transmission Delivers 28.25 Miles Per Gallon, Tops All Compacts In Grueling Test To Prove It's America's Most Gas-Saving Car! Wins Compact Car Class!
YOUR RAMBLER DEALER
Mobilgas Economy Run
Low-Price Class Champions...'57, '58, '59, '60!
4 STRAIGHT WINS FOR PLYMOUTH...
4 STRAIGHT FACTS FOR YOU...
SOLID PLYMOUTH 1960
LARK V8
STUDEBAKER ECONOMY PROVED AGAIN In Mobilgas Economy Run!
HAWK V8
LARK SIX
ACT FAST!

NO LAG—*The automobile companies lost no time in capitalizing on the results of the Mobilgas Economy Run which was concluded April 6. These three makers got their ads into newspapers within two to 24 hours after the results were announced to vaunt the superior performances of their cars.*

Ads Are Essential Communications for Doctors: Frohlich

LONDON, April 12—L. W. Frohlich, head of the New York agency bearing his name, defended the role of medical advertising last night in a talk here before the Royal Society of Medicine.

Mr. Frohlich called communication between the physician and the pharmaceutical industry an "irreplaceable bridge." He said that such communication is needed to inform doctors about new drugs.

"There is no other present means of contact so swift and so concise," he contended.

Mr. Frohlich, whose agency specializes in medical advertising, also defended the U. S. drug industry. He maintained that the race within the industry to bring out new products has benefited the public "beyond calculation."

■ The agency president pointed out that in the past important medical discoveries were not utilized for years, because they were not generally known. He cited ether anesthesia, unknown to medical men 47 years after its discovery, and aspirin, discovered in 1883 but only a laboratory curiosity until 1898.

Mr. Frohlich noted that the editorial sections of professional journals "often have the fatal disadvantage of time lag" because an interval of from six months to a year or more is customary between the submission of an article and its publication. He said recent U. S. surveys showed that 37.7% of physicians gained first knowledge of new drugs from company detail men, 19.2% from direct mail and 24.6% from medical journals (including journal ads).

■ Mr. Frohlich told the British medical group that the U. S. pharmaceutical industry has become so dependent on new output from the laboratories that "past achievement is a very shaky foundation indeed."

He illustrated this point by saying that if one particular company happened "to corner the drug market" by having the 10 top prescription drugs, and if this company then decided to abandon research as a result of this success, it "would surely be out of business in a few years."

Such competitive zeal, Mr. Frohlich told the British, "would have warmed Adam Smith's heart." #

McCann-Marschalk Names Two

Charles E. Butler, formerly with D'Arcy Advertising Co., Cleveland, has joined McCann-Marschalk, Cleveland, as an account service director. Richard C. Beatty, formerly of Norman Malone Associates, Akron, has joined the McCann division as an account executive.

CAAA to Conduct Seminar

On May 2 the Chicago Area Agricultural Advertising Assn. will conduct a seminar at the Drake Hotel, Chicago. Speakers on the all-day program will include Roswell Garst, the Iowa farmer who was host to Russian Premier Khrushchev last year.

BOOKLET AD—*I. Miller & Sons Co. ran this color spread plus booklet in the April 1 Vogue. The eight-page booklet features a spring and summer shoe wardrobe in "gum-ball" colors, and is inserted on a perforated line for easy removal. Backgrounds for both spread and booklet are old-fashioned paintings, which blend into realistic props in the foreground. Jane Trahey Associates, New York, is the agency.*

Phillies Stay with TV Golf 'for Now,' Despite A.S.R. Exit

PHILADELPHIA, April 12—Phillies cigars will continue to sponsor "World Championship Golf" (NBC-TV), despite the withdrawal of A.S.R. Products Corp.

The latter, through Kenyon & Eckhardt, announced in New York that it was withdrawing as co-sponsor following disclosure that golf pro Sam Snead had continued to play through a filmed match even though he had 15 clubs in his bag. Under PGA rules this automatically disqualifies a contestant.

Magnus Hendell, advertising manager of Bayuk Cigars, said the company was "studying the film of the show and the entire situation." He said the company plans to take up the matter with NBC before making "any hasty decision." #

Judge Denies Motion to Drop Seattle TV Dispute

U. S. District Court Judge William J. Jameson, Billings, Mont., has denied a motion to dismiss a $15,000,000 antitrust suit arising from transfer of the Columbia Broadcasting System television affiliation from Channel 11 to Channel 7. The dismissal had been sought by the defendants, Queen City Broadcasting Co., Seattle, operator of KIRO-TV on Channel 7; Saul Haas, president of Queen City, and CBS. The judge ruled that Tribune Publishing Co., Tacoma, operator of KTNT-TV, on Channel 11, is entitled to a trial.

A pretrial hearing is scheduled in Washington May 16. A trial is scheduled to begin in Tacoma July 12.

BBDO Appoints Five

Batten, Barton, Durstine & Osborn, New York, has elected four vps. They are Ira Avery, account supervisor for U.S. Steel; Barron B. Boe, account executive for General Mills; Alexander E. Cantwell, in charge of tv and radio production, and Herbert A. Ericson, account group head for the apparel fibers section of the Du Pont account. BBDO also has named Henry J. Norman, formerly general sales manager of Pharmaco Inc., a drug and cosmetics specialist in the marketing department.

Lynnes Is Renamed Kelley

The name of Lynnes Publishing Co., Lombard, Ill., has been changed to Kelley Publishing Co. The company publishes *Poultry, Farm Supply World* and *Blue Book of the Poultry Industry.*

Nielsen Network TV

Two Weeks Ending March 20, 1960

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	20,928
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,622
3	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	17,176
4	Jack Benny Hour (Greyhound, Benrus, CBS)	16,498
5	77 Sunset Strip (Several sponsors, ABC)	15,006
6	Perry Como-Music Hall (Kraft Foods, NBC)	14,916
7	Playhouse 90 (American Gas, Allstate, R. J. Reynolds, CBS)	14,780
8	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	14,780
9	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,645
10	Danny Thomas Show (General Foods, CBS)	14,645

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	47.0
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	43.0
3	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	38.7
4	Jack Benny Hour (Greyhound, Benrus, CBS)	38.0
5	77 Sunset Strip (Several sponsors, ABC)	34.5
6	Perry Como-Music Hall (Kraft Foods, NBC)	33.8
7	Playhouse 90 (American Gas, Allstate, R. J. Reynolds, CBS)	33.6
8	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	33.5
9	Have Gun, Will Travel (Lever, Whitehall, CBS)	33.5
10	Danny Thomas Show (General Foods, CBS)	33.0

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	17,718
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,583
3	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	13,967
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	13,831
5	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	13,786
6	Danny Thomas Show (General Foods, CBS)	13,786
7	Jack Benny Hour (Greyhound, Benrus, CBS)	13,379
8	Father Knows Best (Lever Bros., Scott Paper, CBS)	13,379
9	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	13,198
10	77 Sunset Strip (Several sponsors, ABC)	13,063

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	40.6
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	39.8
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	31.6
4	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	31.5
5	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	31.3
6	Danny Thomas Show (General Foods, CBS)	31.0
7	Jack Benny Hour (Greyhound, Benrus, CBS)	30.8
8	Father Knows Best (Lever Bros., Scott Paper, CBS)	30.1
9	77 Sunset Strip (Several sponsors, ABC)	30.1
10	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	29.9

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

Videodex Network TV*

March 1-7, 1960

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	36.7
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	35.3
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	34.5
4	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	33.4
5	The Untouchables (Several sponsors, ABC)	32.6
6	Father Knows Best (Lever Bros., Scott Paper, CBS)	31.4
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	29.8
8	The Real McCoys (Procter & Gamble, ABC)	28.8
9	Garry Moore Show (Several sponsors, CBS)	28.5
10	77 Sunset Strip (Several sponsors, ABC)	28.2

Rank	Program	Homes (000)**
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	15,800
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	15,300
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,800
4	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	14,300
5	The Untouchables (Several sponsors, ABC)	13,700
6	Father Knows Best (Lever Bros., Scott Paper, CBS)	13,500
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	12,800
8	The Real McCoys (Procter & Gamble, ABC)	12,200
9	Garry Moore Show (Several sponsors, CBS)	12,200
10	77 Sunset Strip (Several sponsors, ABC)	11,900

* Homes viewing in cities where program is telecast.

** Listed in sequence of rating level from first table.

Three Join 'McCall's'

Laurence D. Wyman, formerly with Weed Television Corp., and Lee Steedle, formerly with Heating Publishers Inc., have joined the New York sales staff of *McCall's. McCall's* also has named Harvey Kudler, formerly with *Chain Store Age*, grocery merchandising manager.

First jet-powered service to Chicago
Capital AIRLINES
7 originating non-stops daily!
General Outdoor

General Outdoor Non-Stop Advertising tells Twin-Cities how to get to Chicago Fast!

When Capital Airlines launched its new Twin-Cities travel route to Chicago, every Twin-Citizen of Minneapolis-St. Paul knew it. They couldn't turn a corner without seeing the news flashed across a General Outdoor panel—the first time outdoor has been part of Capital's new route announcement team along with radio and newspaper.

Thanks to GOA impact—*this* story was really put across to two cities! The results? They're impressive! Within a week after the new flights were launched, load factors rated "a success." And traffic kept right on growing. Capital gives a substantial part of the credit to its super-saturation showing on outdoor—jet powered selling GOA-style!

The Capital Airlines story is just another example proving that in one market or many, General Outdoor Advertising is a primary medium.

GOA

Covers 1800 Leading Cities and Towns

General Outdoor Advertising Co.
INCORPORATED
515 South Loomis Street, Chicago 7, Illinois

This Week in Washington . . .

Rep. Harris 'Has Bear by Tail,' But Still May Finagle Passage of FCC Bill

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 14—The Federal Communications Commission was in the unenviable position this week of trying to convince Rep. Oren Harris (D., Ark.) that it doesn't need all the power he proposes to heap on it.

In an increasingly desperate race against time, the congressman is trying to build a head of steam under legislation dealing with a variety of industry problems. FCC members want legislation, too, but not as much as Rep. Harris is offering.

FCC was particularly alarmed over proposals that it hold hearings locally on all license grants and renewals. Ultimately it seems to have convinced the congressman that this would cost millions and that benefits would be negligible.

■ Even under its new management, FCC made few gestures to improve its relationships with Rep. Harris.

When the congressman struggled for assurance that the commission will provide more opportunity for local citizens to get in their licks when an unsatisfactory station is up for renewal, FCC Chairman Frederick Ford hid behind the budget. If he feels a need for more local hearings, the FCC chairman made no substantial effort to get these feelings into the record.

After three years of investigation, Rep. Harris doesn't trust FCC. To reduce the opportunities for hanky panky at FCC, he wants to change the law so that payoffs and "swap offs" among rival candidates for frequencies will be outlawed. FCC now promises to issue a rule curbing this unwholesome situation. But Rep. Harris can't understand why the matter shouldn't be settled by law, so that there may be less opportunity for some future FCC to sit idly by while hanky panky breaks out in some new form.

■ At the hearings, FCC members displayed impressive teamwork. When questioning on the failure to hold local hearings became sharp, Commissioner Rosel Hyde slipped into the chair at Chairman Ford's left, to put the weight of his vast experience behind the answers. When grilling shifted to payola, Commissioner Robert E. Lee, whose future hangs unresolved in the Senate committee on interstate and foreign commerce, moved to Chairman Ford's right, fielding the questions with frank and witty answers.

Some FCC comments could have been regarded as unworthy quibbling. Through faulty draftsmanship the bill appears to require a hearing on the construction permit and another when the station goes on the air. FCC dignified this error with serious and lengthy rebuttal.

■ Beyond these differences, however, FCC and Rep. Harris see eye to eye on other procedural changes of considerable importance. They share a desire to be rid of the red tape conjured up in the ill-conceived MacFarland amendment of 1952, and they are allied in support of anti-payola legislation, safeguards against deceptive practices, and an array of new sanctions short of license revocation which could be used by FCC to punish erring broadcasters.

By the time spokesmen for the broadcasting industry appeared Wednesday, Rep. Harris—who has a hair trigger temper under the best circumstances—was loaded for bear.

He seethed silently while the National Assn. of Broadcasters opposed everything except limited legislation dealing with rigged quiz shows and deceptive programming. Then he leaned contently forward in his chair, and in carefully measured phrases, administered an unmerciful tongue lashing to the association's paid representative, Vincent T. Wasilewski.

■ He chided the industry for proposing to leave so much discretion to a regulatory agency instead of limiting the agency's power with a carefully drafted law.

"The industry has been effective in registering its views with the commission in the past," the congressman commented. "That's why we are determined to clarify the law to see that these things don't happen again."

When the hearing opened on Tuesday he had gone out of his way to note that some industry elements approached these hearings in a jocular vein. After Mr. Wasilewski testified, Rep. Harris commented he didn't think the attitudes reflected in some of the industry's trade papers are going to help the industry.

On several occasions recently, Rep. Harris reportedly confided to friends that he "has a bear by the tail."

■ His situation has been complicated even further by the uproar over FCC's recent announcement requiring identification of free records. As the arch foe of payola, he believes the commission's statement is consistent with the requirements of existing law. But he is hearing from Arkansas broadcasters, and they are important people in his life.

With Congress due to quit in another 10 weeks, the problem of negotiating important improvements in the Communications Act this year would be almost impossible, except for a legislator of his skill and experience.

Many observers have been assuming that it is too much even for Rep. Harris. Nevertheless there are two major factors in his favor which should not be forgotten.

One is the fact that several bills dealing with FCC problems already have passed the Senate and are awaiting approval by the House. By hitching his bill onto one of these, he can by-pass the Senate committee on interstate and foreign commerce. In the adjournment rush, he might easily maneuver some substantial legislation through a House-Senate conference.

■ The other factor is an ironic outgrowth of the current broadcast industry hysteria over free records.

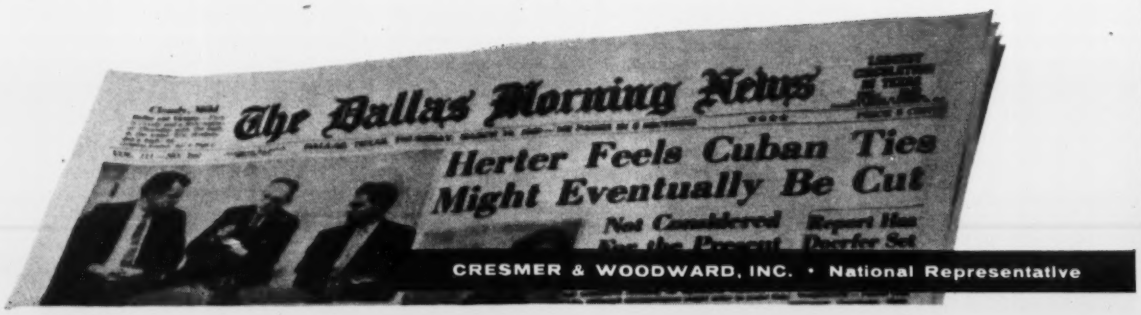
While the FCC is going through the motions of soliciting broadcasters' views on its free record announcement rule, the commissioners are rather firmly convinced that existing law requires disclosure of any programming materials that broadcasters get free.

Broadcasters seem to have convinced themselves that the free record rule must go, even if it requires legislation. After three years of investigation, however, Rep. Harris could hardly be expected to oblige with a law which helps the broadcasters on free records, without extracting something substantial in return. #

WHAT MAKES BIG D BIG?

DALLAS IS FIRST
in auto sales per family
among the 25 largest
metropolitan areas
in the Nation!
SM, May 10, 1959
Saratoga

Dealers and manufacturers alike choose The Dallas News for its larger circulation over a bigger, richer market.
That's why The News carries the majority of automotive advertising— both Display and Classified, National and local!



CRESMER & WOODWARD, INC. • National Representative

WESH-TV
PREFERRED IN
ORLANDO-DAYTONA MARKET

DESIGN
DESIGN

a "halo" effect in advertising? A bright, smiling personality can condition our attitude toward a man's deeds. Even a woman's charm can be modulated by lighting. And based upon random comments from MACHINE DESIGN readers . . . reaction to advertising can be changed by the editorial company it keeps. A magazine which has strong editorial rapport with readers makes advertising more believable, more effective. We're trying to find a way to measure this "Halo" effect, of course. We're certain it's one of the extra values received by MACHINE DESIGN advertisers. In the meanwhile . . . we can offer you specific, concrete facts about our leadership in editorial, readership, response, circulation and advertising. For example, MACHINE DESIGN has far more editorial awards than any other design magazine . . . consistently wins independent reader preference studies . . . carries far more advertising pages than any other design magazine. MACHINE DESIGN, A Penton Publication, Penton Building, Cleveland 13, Ohio.

ABP BPA

MACHINE DESIGN

CBS-TV Adds New Sponsors

Best Foods division of Corn Products Co. (Guild, Bascom & Bonfigli), New York, bought alternate-week sponsorship of "Dennis the Menace" on CBS-TV. Kellogg Co. (Leo Burnett Co.) is the alternate sponsor on the half-hour comedy series shown Sunday at 7:30 p.m., EST. R. J. Reynolds Tobacco Co. (William Esty Co.) will alternate with Helene Curtis Industries (McCann-Erickson) in sponsorship of "To Tell the Truth," half-hour CBS series shown Thursday at 7:30 p.m., EST. Singer Sewing Machine (Young & Rubicam) will share another half-hour CBS show, "The Millionaire," seen Wednesday at 9 p.m., EST, with Colgate-Palmolive (Ted Bates & Co.).

The CLIPPER Creative ART SERVICE

There are many clip art catalogs available, but ONLY ONE complete art and layout service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.

$1.00 to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.

Honig-Cooper Adds Cutty Sark

Honig-Cooper & Harrington, San Francisco, has been appointed by Buckingham Corp., New York, to direct advertising throughout Northern California for Cutty Sark scotch whisky. Media plans call for use of outdoor spectaculars in several major Northern California cities, as well as newspaper advertising in San Francisco and Reno. Honig-Cooper has named Ken Jensen, formerly public relations director and manager of the editorial department of Warner Bros. Records, to its Los Angeles staff as a specialist in publicity and sales promotion.

Warner Records Moves Abroad

Warner Bros. Records, Burbank, Cal., is expanding internationally. The company has signed contracts calling for the manufacture and distribution of its records in 17 countries.

NTA's TV Audience Research Uses Usual Programs for Tests

NEW YORK, April 12—Television Audience Research, an in-home system of pre-testing and evaluating tv commercials, has been developed by NTA Telestudios, a tv tape studio.

Under the new system, NTA Telestudios purchases regular broadcast time and then schedules a program in that period to serve as a vehicle for commercials which are to be tested. The afternoon preceding the broadcast, the research organization of Blankenship, Gruneau & Ostberg phones 200 households selected by a random sampling method, and asks them to watch a specific channel that night during a time segment which includes the test program. A token premium is offered for their cooperation.

Respondents are not informed that questions will be asked later. Preliminary testing by Television Audience Research has shown that less than 10% of the respondents anticipate that they will be interviewed after their viewing.

The programs usually will be scheduled during early evening periods to allow the interviewers sufficient time to complete the interviews during the same evening of broadcast. Within five minutes of sign-off of the show, trained interviewers will begin their round of personal calls, covering all 200 households within a three-hour period, David Wolfe, of Blankenship, Gruneau, told ADVERTISING AGE.

■ The TAR method measures the following:

- Impact index—the extent to which the commercial is remembered through both unaided recall and partial prompting.
- Responsive factor—the extent to which people are prompted to buy the product as a result of the commercial.
- Credibility index—the extent to which people accept the claims made in the commercial.
- Analysis of recall—the extent to which specific elements of the commercial are remembered by the respondent.

■ Clients are given an analysis of the test within ten days. Verbatim transcripts of certain portions of responses are included.

■ Among the advantages of the TAR method pointed out by Alfred Markim, exec vp at NTA Telestudios, was the fact that there is a wide variety of NTA program material readily available for the tests. In addition, it has a working relationship with other stations throughout the country through its syndication arm, NTA Program Sales, a fact which would facilitate clearing time on those stations, Mr. Markim added. Through the facilities of NTA Telestudios a storyboard could be put into shape or a commercial revised, he added. Both NTA Telestudios and NTA Program Sales are subsidiaries of National Telefilm Associates. WNTA-TV, New York, also is a member of the family.

TAR was in the planning stage for about six months and was given several pilot tests during the past 90 days. Four advertisers participated in the last test, held March 17. One of the sponsors, Breck, through N. W. Ayer & Son, tested a commercial for its Banish dandruff remover. Two of the other advertisers used the test to gauge the effectiveness of the spokesmen in their commercials.

Mr. Markim said that TAR's rate-card would be slightly higher, but competitive with the best known theater method of pre-testing commercials. TAR will be promoted to the research directors of companies and agencies, he explained.

"The TAR method tests the effectiveness of commercials under natural viewing conditions, with all of the normal distractions found in the home," Mr. Markim said. Clients also have the advantage of on-the-air exposure, he added. #

Frohlich Shifts Greenberg to Medical Research Unit

Dr. Abraham Greenberg has been named president of Science Information Bureau, research arm of L. W. Frohlich & Co., New York, effective April 15. Dr. Greenberg is presently vp and director of planning of Frohlich, an agency specializing in medical advertising. Science Information Bureau utilizes a panel of specialists to check the medical validity of pharmaceutical advertising claims.

Old Lewis to Warwick & Legler

Kessler-Hunter Distillers Co., New York, has named Warwick & Legler, New York, to handle advertising for its Old Lewis Hunter Kentucky straight bourbon whisky, effective May 20. Grey Advertising formerly handled the brand, which is marketed in the South and Southwest.

FCC Stricture Is Disguised Blessing for Phoenix Station

PHOENIX, April 12—Station KPHO is capitalizing literally on the recent FCC order requiring broadcasters to make on-the-air acknowledgment to the donors of records.

Since April 1, Ed Post Realty, one of the state's largest real estate companies, has been "sponsoring" 30 such announcements per day on the station. This is how the copy goes:

"Records for the following program are furnished by MGM, RCA Victor, Capitol, Mercury and Decca. Distributors providing records for [KPHO-Radio record show named] are Kerradio, of New York; George Jay and Liberty Records, of Los Angeles, and M. B. Krupp and Esskay Distributors, of Phoenix. Other records are furnished by various recording companies, wholesalers, performers and dealers.

The preceding announcement was presented by Ed Post. When you think of real estate, think of Ed Post, Arizona's leading real estate organization, with four convenient offices to serve you. That's Ed Post Realty."

■ Gene Spry, manager of KPHO, said Ed Post Realty was sold on the idea of using more than 200 "institutional announcements" per week as a means of "furthering the corporate image of his organization."

If Ed Post Realty keeps this schedule running on a yearly basis, it will cost the company about $35,000. #

Baker, Johnson Names Three

Norman E. Kangas and David C. Garrett have joined Baker, Johnson & Dickinson, Milwaukee, as account executives. Mr. Kangas was formerly account manager at Waldie & Briggs, Chicago, and Mr. Garrett was formerly an account executive at Brady Co., Appleton, a vp at Grant Advertising, Hollywood and Dallas offices, and owner of his own agency. At the same time, Jack Dummann, formerly with Cramer-Krasselt Co., Milwaukee, has joined Baker, Johnson as production manager.

Smith Names Don Bein

A. O. Smith Corp., Milwaukee, has appointed Don Bein director of its new economic and marketing research department in its marketing division. Mr. Bein was formerly in charge of the economic research department in the company's research and development division.

Forsberg Elected President

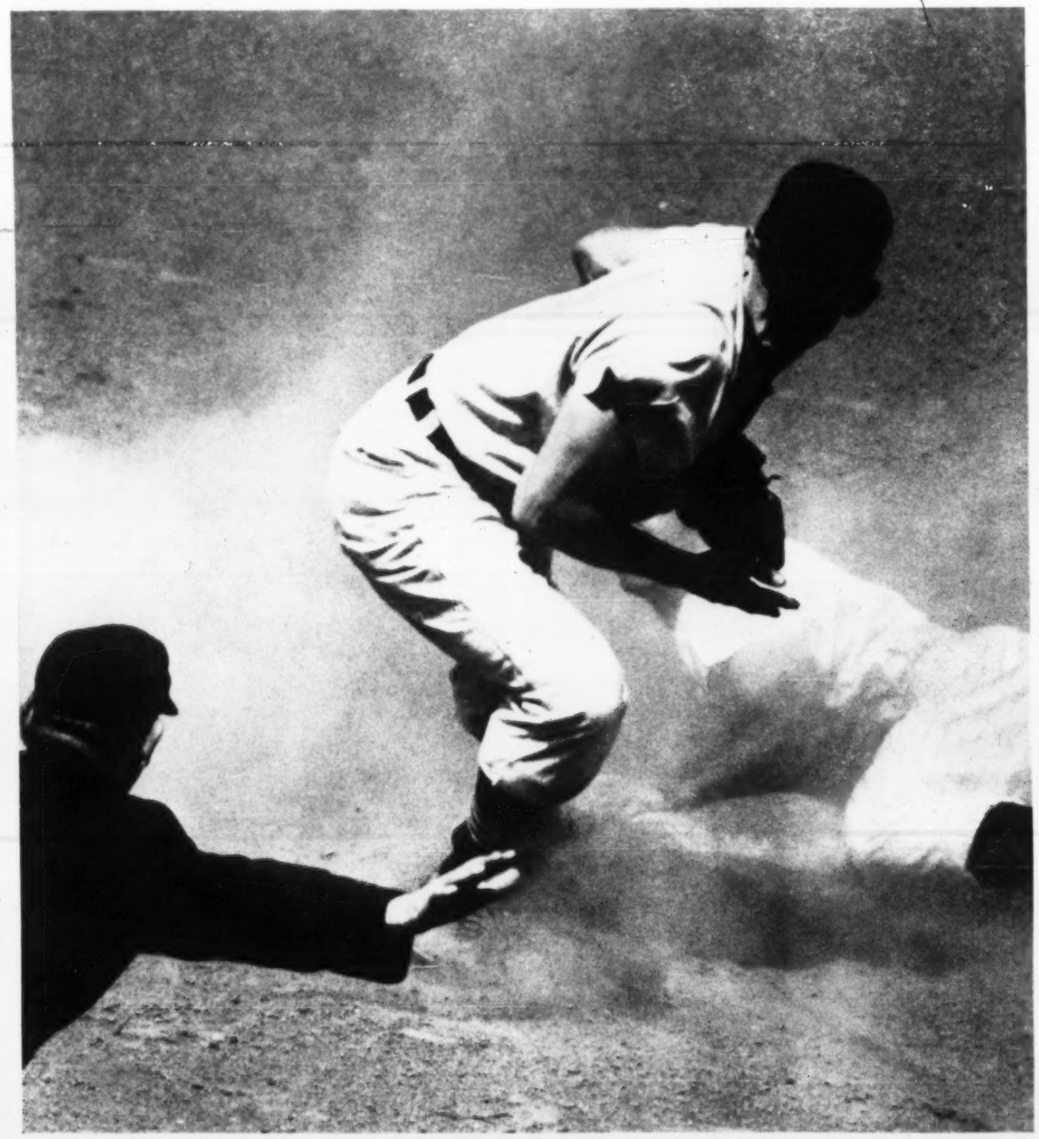
D. A. Forsberg, president of Forsberg Paper Box Co., Madison, Wis., has been elected president of the Folding Paper Box Assn. of America. Mr. Forsberg succeeds J. N. Andrews, exec vp of Packaging Corp. of America, Evanston, Ill.

Kodak Names Baxter

James E. Baxter has been named manager of the editorial service bureau of Eastman Kodak Co.'s advertising department. Mr. Baxter joined Kodak in 1955 as an assistant in the editorial service bureau.

Doyle Dane Names Sachs

Doyle Dane Bernbach, Los Angeles, has appointed Jerry Sachs media director. Mr. Sachs was formerly media group supervisor in the agency's New York office.



NUMBER ONE SPORT

The White Sox open the 1960 season in Chicago, April 19 . . . the Cubs on April 22

This photograph highlights the thing that has made baseball the World's number-one sport—the all-out effort given every play no matter how impossible the odds. All-out effort makes winners in business as well as sports. The Superior Engraving business has grown because we have been willing to give more: in dot-by-dot care to assure the finest engravings, in service that gets plates to you on time day or night, in final pricing. Let us show you how we play ball. SUperior 7-7070.

CALL NIGHT OR DAY

Chicago's Foremost Photoengraving and Offset Platemaking Plant.

SUPERIOR ENGRAVING CO.
215 West Superior St. Chicago 10, Ill.

Don't Segregate Editors, Admen of Publication: Maass

TORONTO, April 12—William G. Maass, vp of Conover-Mast Publications, New York, told the Dotted Line Club of Canada here last week, "You can't segregate" the editorial and advertising departments of a business publication "without weakening the over-all value of the publication.

"By and large," Mr. Maass said, "with consumer magazines the reader buys the editorial content and gets with it advertising messages that are sharply demarcated from it in subject matter."

With business publications, however, he said, the reader "buys the editorial content and the advertising and knows they both will deal with the same subject but in different ways."

■ Mr. Maass, publisher of *Space/Aeronautics* and *Business/Commercial Aviation*, called for more exchange of information between the editorial, sales and circulation departments and asked the Canadian business paper executives the following questions:

• "Do your editors have an opportunity to benefit from the field of knowledge of the salesmen?"

• "Do the editors have a chance to learn of changes in circulation emphasis, which is reader emphasis, and changes in industry character from the circulation manager?"

• "Do the salesmen regularly get information from the editors and the circulation manager which will increase their knowledge of the industry, the market and the audience?"

• "Are your editors alerted to the marketing trends that affect advertisers—changes in products, product uses or applications; research and development activities; expanding company potentials?"

■ "Your readers are the advertiser's prospects," he said. "As editors you have much in common with the advertisers, because you are both editing for the same audience, you are both concerned with the same subject material, and you are both trying to sell your audience service." #

WPIX Boosts 'Race for Space' in Print, On-the-Air Promos

As an example of the heavy promotion being given the "Race for Space" by the approximately 104 stations which carried the Shulton-sponsored film (AA, March 28), WPIX, New York, will run newspaper ads, in addition to its substantial on-the-air promotions and direct mail efforts. Large space ads will be used in the *New York Herald Tribune, New York Daily News* and *TV Guide*. About 6,000 postcards are being sent to schools and viewers, who wrote to the station following the showing of another documentary, reminding them to watch the hour film to be shown on WPIX April 28 at 8:30 p.m., EST.

Although Shulton placed the orders for time directly with the stations, contract confirmations were being handled by the station's representatives, Gil Supple, advertising director of the toiletries company, explained. Shulton's agency is Wesley Associates.

New Circulation Base for 'Journal' with October Issue

A new circulation rate base of 6,300,000, effective with its October, 1960 issue, has been announced by *Ladies' Home Journal*. The new rate base is an increase of 300,000 over the current base. Lower bleed prices, effective with the June issue, and new multiple-page discounts, effective with the July issue, were also announced. The b&w standard page rate under the new schedule will be $26,460, compared with $22,650 at present. The basic color page rate will be $33,075, compared with $30,000 at present. With the June issue, bleed charges for units larger than a single column will be reduced to 5%, compared to the current 15%.

National Lumber Offers Wood Promotion Booklet

National Lumber Manufacturers Assn., Washington, has published a revised edition of its "Here's How You & the NWPP Make a Powerful Sales Team for Wood Products." The 24-page booklet describes the early history of the National Wood Promotion Program and explains reasons why the promotional effort is needed by the lumber industry. Copies may be obtained from the Wood Information Center, National Lumber Manufacturers Assn., 1319 18th St., N.W., Washington 6.

Campbell-Ewald Expands Ad Training Plan to Wayne U.

Campbell-Ewald Co., Detroit, which has participated in an on-the-job advertising training alliance with the University of Michigan for the past three years, is expanding the program to include Wayne University, Detroit. On July 1, Campbell-Ewald will accept four Wayne undergraduates for a two-month training program. The agency also announced that it has posted two $1,200 four-year scholarships at Wayne for high school students "whose talents and inclination recommend them to the advertising field."

'Typographical Journal' Opens Pages Fully to Advertising

Typographical Journal, Indianapolis, which has accepted only three pages of advertising per issue in the past, has opened its door all the way to advertising, effective with its April issue. Published by the International Typographical Union, the *Journal* has increased its rates for a one-time b&w page, effective with the April issue, from $550 to $925. The *Journal* has named Trade Union Advertising, New York, its national advertising representative.

BROCHURES • CATALOGS • DIRECT MAIL
ADVERTISING PRODUCTION
Deal direct with one source — at one location
• Creative and finished art work • Photography
• Complete litho camera and plate service
• Our supervision, coordination and facilities make better advertising easier.
Metachrome, Inc. 9 E. Ohio St., Chgo 11 Ill., Michigan 2-6402

DUPONT
BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

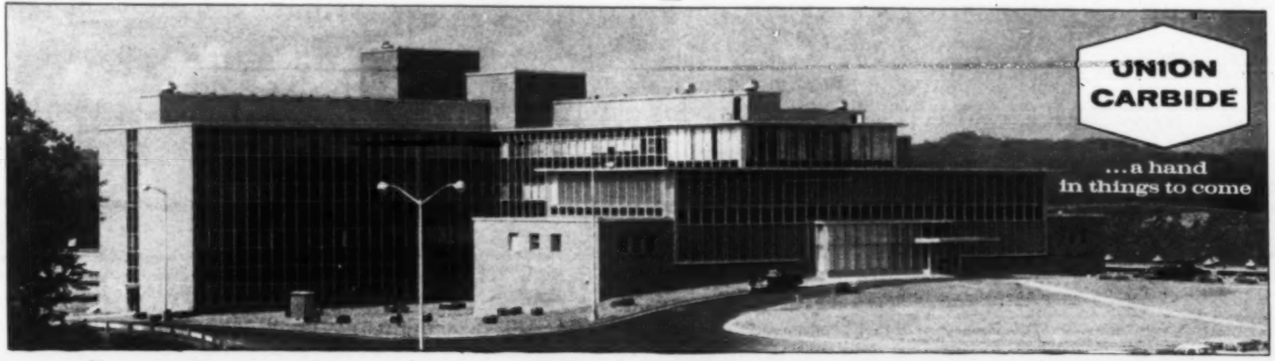
Allied Chemical

AVISCO
AMERICAN VISCOSE CORP

DIAMOND ALKALI CHEMICALS

Monsanto
Where Creative Chemistry Works Wonders for You

Charleston Ranks as World Chemical Center; Carbide Operates Lab Here



CHARLESTON'S Great Kanawha Valley contains the Blue Chip names in chemistry. The top names are arrayed across the top of this ad.

First of the major companies to arrive in the area was Union Carbide in the early 20's. Significantly Carbide is the first to add a major development laboratory adjacent to its production facilities.

Carbide calls it the Technical Center, of which the main building is shown above. It is one of 12 buildings. Viewed from the air this Center bears a marked resemblance to a modern college or university. "Here a campus-like setting has been designed," Carbide says, "for the principal purpose of giving Carbide's technical people inspiring and efficient surroundings in which to create and produce new products and processes."

"The best engineering and scientific minds available to the company work here with the most up to date equipment," a Carbide brochure reads, "and their efforts today are leading to products that people everywhere will be using next year, or in several years, or in a decade."

MEANWHILE tank cars bearing trade marks of other Blue Chip names in chemistry move on and off plant sidings in the Kanawha Valley. Along with the insignia of duPont, Union Carbide, Monsanto, General Chemical of Allied Chemical and American Viscose may be seen the names of Bakelite, Goodrich-Gulf, Columbia Southern, Diamond Alkali and Linde. Intermediates in the manufacture of almost limitless products, many household names throughout the nation, are contained in these tank cars as they shuttle back and forth to next-step or finishing plants everywhere.

The U. S. Dept. of Commerce in its 1960 forecast said: "The Chemical Industry will register a 9% sales gain to a record 27 billion dollars. This will result from increased demand for all types of chemicals by a growing economy."

With large and growing chemical plants located here these many years and now joined by a huge Technical Center where new products will constantly be added, Charleston's future growth as a World Chemical Center is assured.

Best Basic Buy
IN WEST VIRGINIA IS
THE CHARLESTON NEWSPAPERS

The Charleston Gazette

Charleston Daily Mail

Sunday GAZETTE MAIL

Publishers: Newspaper Agency Corp., Charleston 30, W. Va.
Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC
LARGEST CIRCULATION--LOWEST MILLINE RATE IN WEST VIRGINIA

SURVEY AFTER SURVEY AFTER SURVEY...

THE PROGRESSIVE

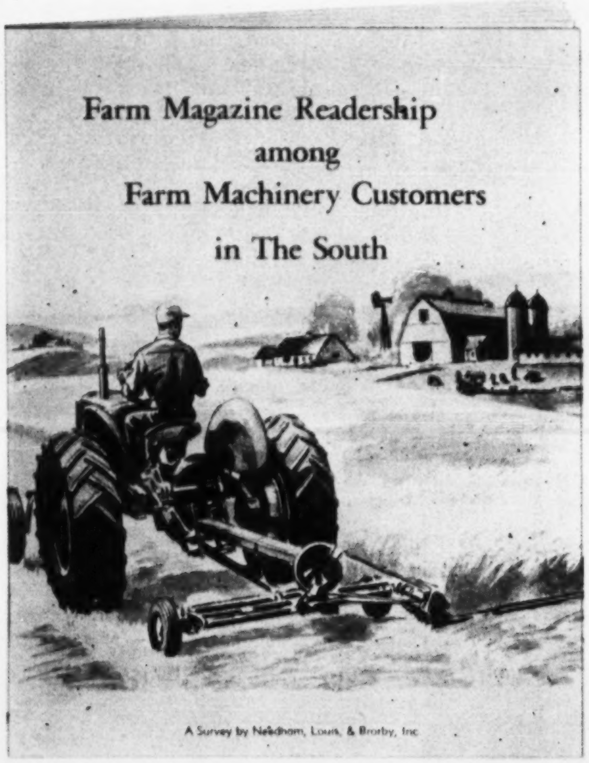
THREE NEW INDEPENDENT SURVEYS BEAR WITNESS TO THE POWER OF THE PROGRESSIVE FARMER IN THE RURAL SOUTH!

It's no accident that The Progressive Farmer consistently bests any farm magazine compared with it in readership surveys of the *rural* South. One glance at the following facts and figures – and you would hardly expect less!

1,400,000 subscriber families . . . more than 5,700,000 readers. The 4 to 1 choice of Southern wholesalers and retailers as the farm magazine with greatest advertising influence. A farm family tradition in the South for 74 years. Five regional editions, locally edited – *now expanded to add 21 state sub-editions!*

It takes a background like this for a magazine to make the showing The Progressive Farmer made in these three new surveys of Southern farmers. Here are some of the findings:

FARM MACHINERY CUSTOMERS WERE ASKED TO NAME THE FARM MAGAZINES COMING INTO THEIR HOMES REGULARLY...



Farm Magazine Readership
among
Farm Machinery Customers
in The South

A Survey by Needham, Louis, & Brorby, Inc

"Farm Magazine Readership among Farm Machinery Customers in The South" by Needham, Louis & Brorby, Inc.

Farmers raising beef cattle

78.1% are Progressive Farmer subscribers.

Farmers with dairy cattle

76.4% are Progressive Farmer subscribers.

Farmers with layers, broilers or turkeys

78.1% are Progressive Farmer subscribers.

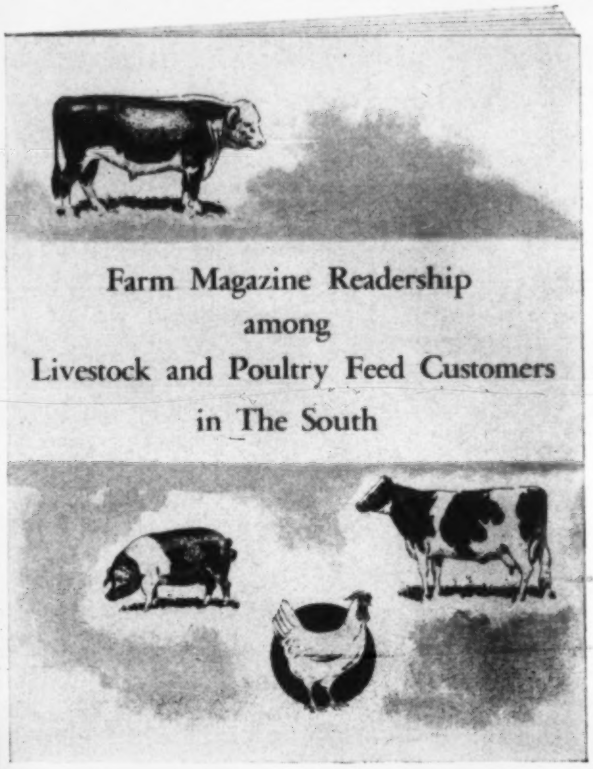
Farmers raising hogs and pigs

76.2% are Progressive Farmer subscribers.

More than 5,700,000 readers in the 16 Southern states

Advertising Offices

FARMER TOPS 'EM ALL!


Farm Magazine Readership
among
Livestock and Poultry Feed Customers
in The South

"Farm Magazine Readership among Livestock and Poultry Feed Customers in the South" by Nutrena Mills, Inc.

LIVESTOCK AND POULTRY FEED CUSTOMERS WERE ASKED WHICH FARM PUBLICATIONS THEY READ...

Farmers selling 30 or more beef cattle in past 12 months

84.2% read The Progressive Farmer!

Farmers with 15 or more milk cows

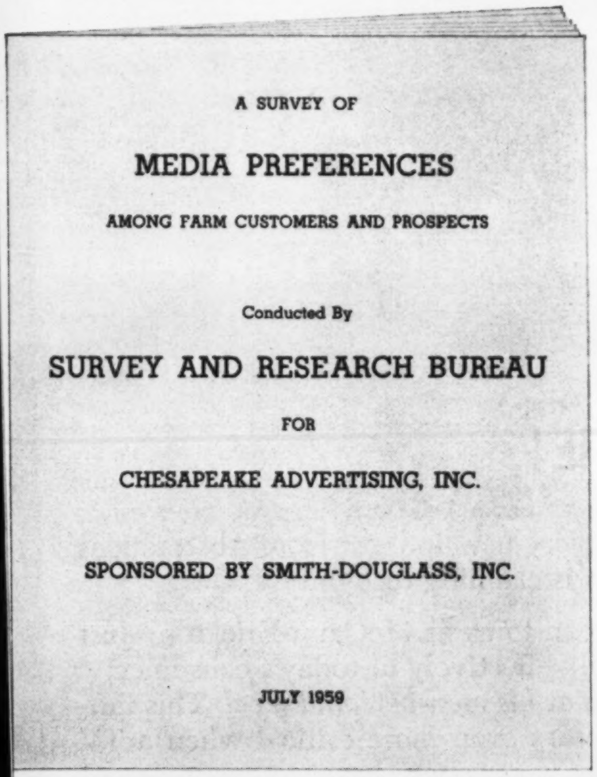
81.1% read The Progressive Farmer!

Farmers marketing 50 or more hogs in past 12 months

88.7% read The Progressive Farmer!

Farmers with laying flocks of 400 or more chickens

79.8% read The Progressive Farmer!


A SURVEY OF
MEDIA PREFERENCES
AMONG FARM CUSTOMERS AND PROSPECTS
Conducted By
SURVEY AND RESEARCH BUREAU
FOR
CHESAPEAKE ADVERTISING, INC.
SPONSORED BY SMITH-DOUGLASS, INC.
JULY 1959

"A Survey of Media Preferences among Farm Customers and Prospects" by Survey and Research Bureau.

LEADING FARMERS IN VIRGINIA, NORTH CAROLINA AND SOUTH CAROLINA WERE ASKED:

What farm magazine do you read regularly?

83% read The Progressive Farmer!

Of all the farm magazines you read which ONE interests you most and serves you best?

68% named The Progressive Farmer!

GET ALL THE FACTS of each survey. FREE survey booklets available at your nearest Progressive Farmer office. Write or phone today!

THE PROGRESSIVE FARMER

BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

SHE DOESN'T CARE IF SHE NEVER GETS HOME!

She did it, and she's glad. Something inside said, "Get out there and slide!"... and out of the bleachers she leaped.

She simply *had* to do it. She'd been watching – just watching – for years. And now, like more and more people today, she feels the urge to participate... to express her personality. To eject herself from the crowd ... and emerge as someone special.

This is no odd occurrence. It is a movement. An enormous effort by the individual to escape and resist conformity.

The result is something exciting. In the clothes people wear... in the games people play... in the books people read – in every new interest from Abstractions to Zen – the *person* is claiming recognition.

What does this mean to us at McCann-Erickson? Just this. In order to talk effectively to today's consumer... we must reach him at *his own personal level.* This intimate rapport becomes even more critical when a TV screen or newspaper page is between the advertiser and the prospective customer.

How do we know how to bridge that gap... single out the individual and let him know *he's* the one we're talking with? By an intensive, never-ending study in mutual communications. Call it research. Call it judgment. Call it art. At McCann we call it *The Personal Approach.*

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

Market Data Section

THE NATIONAL NEWSPAPER OF MARKETING

For Easy Reference . . .

13th Annual List of New Market Data Presented

Here's How to Use It—1,800 Published Pieces Described, Classified

ADVERTISING AGE presents, in the following pages, its 13th annual descriptive list of the available market data issued by media, trade associations and other groups, so that marketing and advertising executives may look over the whole field of published data to determine exactly which data might currently be of interest to them.

The material presented here has been numbered, and ADVERTISING AGE will be glad to handle requests for various items from readers, to simplify the problem of obtaining desired information.

- Throughout the pages of this section there are coupons, which can be filled out and returned to ADVERTISING AGE, indicating which pieces of market data listed in these pages are desired. ADVERTISING AGE will undertake to forward all requests for data to the publishers of each piece. Fulfilment of these requests, however, rests in the hands of the individual publishers of the data, who undertake to handle all reasonable requests, within the limitations of supply or other conditions which cannot be foreseen.

Most of the material listed in this section is available without charge, but not all of it. In cases where a charge is made, that information, plus the amount of the

(Continued on Page 60)

Index to Market Data Pages

(Use the coupons for requesting data.)

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Distribution 142
Industrial 147
Professional 146

Here's Discretionary Spending Power Since 1929—Chance for 72% Increase by 1970

(Billions of Dollars)

Year	Total Disposable Income After Taxes	Basic Living Cost to Equal 1940 per Capita Standard	Discretionary Spending Power	Personal Net Saving
1929	$ 83.1	$ 55.6	$ 27.5	$ 4.2
1930	74.4	54.7	19.7	3.4
1931	63.8	50.0	13.8	2.5
1932	48.7	45.2	3.5	—0.6
1933	45.7	43.2	2.5	—0.6
1934	52.0	45.0	7.0	0.1
1935	58.3	46.6	11.7	2.0
1936	66.2	47.3	18.9	3.6
1937	71.0	49.3	21.7	3.7
1938	65.7	48.2	17.5	1.1
1939	70.4	48.4	22.0	2.9
1940	76.1	49.2	26.9	4.2
1941	93.0	52.1	40.9	11.1
1942	117.5	58.5	59.0	27.8
1943	133.5	62.8	70.7	33.0
1944	146.8	64.5	82.3	36.9
1945	150.4	66.7	83.7	28.7
1946	160.6	73.1	87.5	13.5
1947	170.1	85.5	84.6	4.7
1948	189.3	93.0	96.3	11.0
1949	189.7	94.0	95.7	8.5
1950	207.7	96.4	111.3	12.6
1951	227.5	107.0	120.5	17.7
1952	238.7	111.0	127.7	18.9
1953	252.5	113.5	139.0	19.8
1954	256.9	116.0	140.9	18.9
1955	274.4	117.5	156.9	17.5
1956	292.9	122.0	170.9	23.0
1957	307.9	128.5	179.4	23.1
1958	316.5	133.5	183.0	23.5
1959 (2nd Qtr.)	335.3	136.3	199.0	24.1
1959 (4th Qtr.)	340.8	139.5	201.3	23.7
Opportunity*				
1961	365.0	140.0	225.0	25.0
1965	425.0	155.0	270.0	35.0
1970	515.0	170.0	345.0	40.0

*Calculated on basis of total production reaching $520 billion by 1961, $610 billion by 1965 and $750 billion by 1970, with Consumer Price Index as 125% of 1947-49 average.

By 1970 discretionary spending power could increase by 72% to $345 billion vs. $201.3 billion in fourth quarter of 1959.

Arno Johnson Declares . . .

Advertising, Better Monetary Policy Can Reverse '60 Slowdown

Aggressive Marketing, Not Tight Money, Can Stop Inflation, Says JWT Economist; Cites '50s Era

By Arno H. Johnson
Chairman of Board of Directors, Advertising Research Foundation, and Vice-President and Senior Economist, J. Walter Thompson Co., New York

There has been a slowdown in business—a slowdown in the growth of personal consumption below the levels needed to keep pace with our productive ability. Continuation of this slowdown could lead to renewal of inflationary pressures.

We have accumulated, however, a backlog of $35 billion of consumer need which is awaiting activation by advertising. This represents a real *opportunity* to reverse the slowdown and to raise the sales of consumer goods and services to a level of between $340 billion and $350 billion in 1961—an increase of more than 10% above present levels.

WARNING—*Arno Johnson sees big opportunity for economy in '60s—if we don't err on tight money.*

In respect to such opportunity, there are similarities in the situation of early 1958. My article, in the May 5, 1958, issue of ADVERTISING AGE, analyzed the "self-induced slowdown" we had just experienced and outlined the opportunity for a "potential increase of 10% in total consumer purchases of goods and services to the level of $308 billion in 1959." The recovery took place and personal consumption expenditures totaled $311.6 billion in 1959.

Slowdown Started in Fall of '59

The current slowdown started in the fall of 1959 and has continued into the first half of 1960. The likelihood of this slowdown was outlined early in 1959 (AA, April 20, '59) as follows:

"An important retarding factor which may affect the needed growth of our economy is inflation in the cost of money brought about by a widespread belief that money must be tightened enough to curtail consumer demand and curtail expansion of plant and equipment in order to control inflation.

"Considering the usual lag of eight to twelve months in its ultimate effect on demand this movement toward tighter money, starting with the fall of 1958, could bring about a slowdown in business in the second half of 1959."

Consumer Buying Backlog Totals $35 Billion

When considering immediate prospects for resumption of growth in our economy, few seem to realize that we have accumulated a backlog of $35 billion of *consumer buying*—a growth in our standard of living which should have taken place in the past four years, but which did not take place because of purposeful measures to slow down our rate of expansion as a means of fighting inflation. See Chart 1.

That $35 billion backlog of added consumption potential now represents an opportunity for as much as a 10% increase in sales of consumer goods and services in 1961 over the 1959 level of $321 billion—or up to a level between $340 billion and $350 billion before the end of 1961. This is not a prediction or forecast, but an analysis of *opportunity* based on the underlying soundness of our economy. This huge backlog of purchasing awaits *activation* to become a powerful force in continued growth toward a $750 billion economy by 1970 when consumer purchases should exceed $475 billion.

To keep pace with productive ability and growth in population the total of personal consumption expenditures should grow by about $8 billion each six months, or by about $16 billion per year.

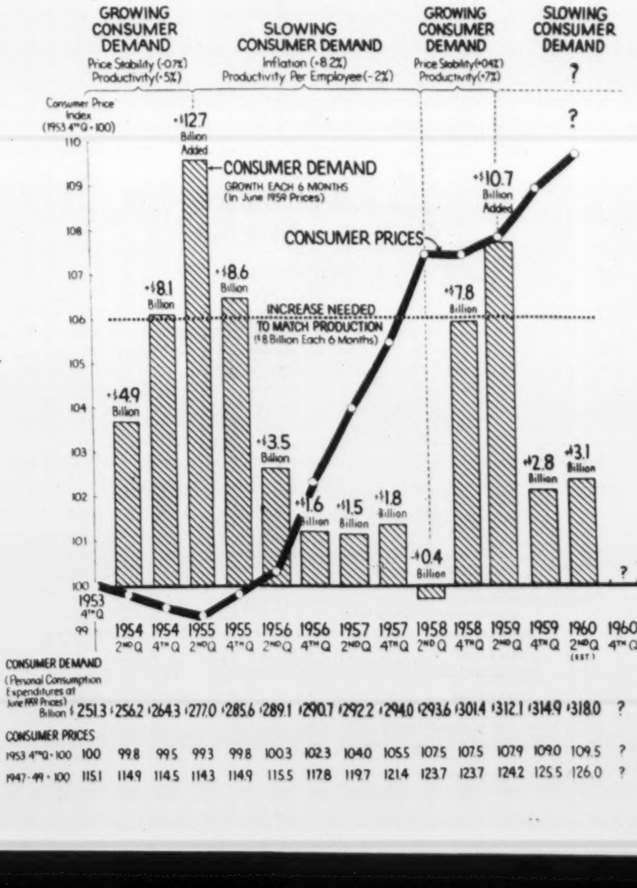
When all figures on total personal consumption, or our total standard of living, are converted to constant dollars at June 1959 prices it becomes obvious that the rate of growth of our standard of living in 1956, 1957, and the first half of 1958 was less than was needed to match production ability by about $32 billion. Throughout 1954 and 1955 our growth in *real* consumption had averaged approximately $8.5 billion each six months, with our growth rate reaching a peak by adding $12.7 billion in the first half of 1955.

From early 1955 the monetary measures designed to slow down our expansion as a means of stopping inflation became increasingly stringent. In the first half of 1956 our consumption growth dropped to $3.5 billion. By the second half of 1957 we had slowed down to stagnation with a gain of only $1.8 billion. Throughout 1957 the gain was less than the rate of increase in population, so on a per capita basis, our standard of living as measured by purchases of consum-

1

Inflation vs. Consumer Demand

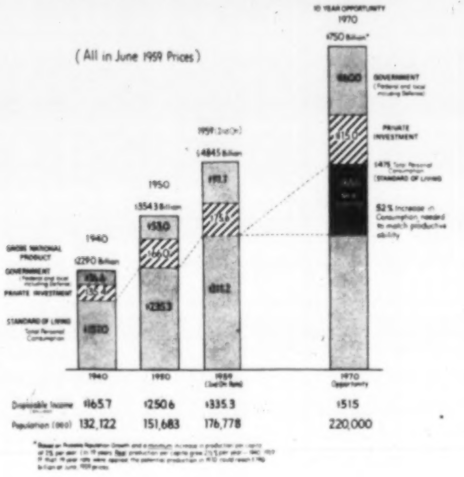
Since 1953



2

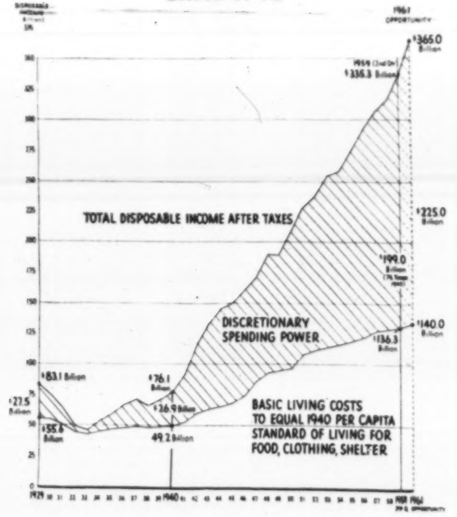
$750 BILLION U.S. PRODUCTION BY 1970 ADDS $165 BILLION TO CONSUMER NEEDS

Opportunity for 52% Higher Living Standards



3

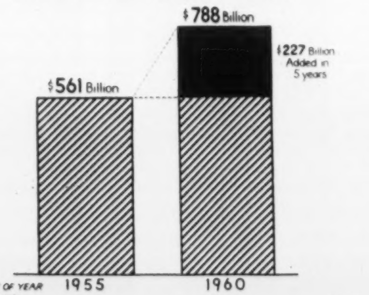
SEVENFOLD GROWTH IN DISCRETIONARY SPENDING POWER SINCE 1940



4

$227 BILLION ADDED PURCHASING POWER IN 5 YEARS—1955 TO 1960

INDIVIDUALS NET FINANCIAL EQUITY



Financial Assets of Individuals	1955	1960	INCREASE IN 5 YEARS
CASH & GOVT SECURITIES	$265 billion	$341 billion	$76 billion
RESERVES (INS & PENSION)	150 "	204 "	54 "
STOCKS & BONDS	245 "	411 "	166 "
TOTAL FINANCIAL ASSETS	$660 "	$956 "	$296 "
LESS LIABILITIES	99 "	168 "	69 "
NET EQUITY	$561 "	$788 "	$227 "

Note: Increase in net equity does not include the substantial growth of equity in homes, farms, farm machinery, automobiles and other physical assets.

Source: Economic Report of the President - January 1960, Pg 140

ers in 1957 actually showed a *decline.*

Monetary policies were reversed in November, 1957, to encourage resumption of growth, but personal consumption continued to slow down into a "recession" for about eight months longer. The first half of 1958 showed a decline both in total consumption and on a per capita basis—a drop of $0.4 billion in purchase rate.

With this huge backlog of $32 billion of consumer need accumulated by mid-1958, conditions were favorable for the rapid recovery in living standards in the second half of 1958 and the first half of 1959 when the consumer purchase level grew $7.8 billion in the last half of 1958 and $10.7 billion in the first half of 1959, lowering the backlog to $30 billion. We need a continuation of this growth in demand at about $8 billion added each six months if we are to utilize our production ability and opportunity.

In the second half of 1959, however, a combination of renewed tight money and the steel strike lowered the growth in consumer demand to only $2.8 billion so another $5 billion was added to our backlog of consumption demand needed to keep up with productive ability—bringing our total backlog of consumer demand awaiting activation to about $35 billion—more than enough for a 10% expansion in consumer sales to a possible $340 billion to $350 billion by the end of 1961.

The slowdown has continued into 1960 with the cost of money reaching a peak in January, 1960, and with the level of consumption growing only an estimated $3.1 billion in the first half of 1960—or about $5 billion below the desirable level of growth. Some evidence of easing monetary restrictions now in the spring of 1960 should help encourage the increased consumption needed in 1961.

Expanded Consumption Is Key to Economic Strength

Expansion of total consumption is an important key to our economic strength. In stimulating the continuing betterment of our standard of living, advertising is to become a factor of increasing influence in our economy.

The past six years have demonstrated how essential it is to have a growing consumer demand—a consumption growth to keep pace with increases in production ability and capacity. Unfortunately, there once was wide acceptance of the old theory that demand and purchasing power must be curtailed to avoid inflation. This originally was based on the belief that inflation is caused by "too much money chasing too few goods."

▪ Actually our experience of the last six years—1953 to 1959—would indicate that when there is *no real shortage* of supply of goods, and when we have excess productive capacity, any slowdown in demand lowers productivity, increases unit costs, and creates pressures for price rises to protect profits. Thus, slowing demand can be inflationary.

In the one-and-a-half years between the fourth quarter of 1953 and the second quarter of 1955, we had a period of rapidly growing consumer demand—averaging about $8.5 billion added demand every six months. With this rapid expansion of demand we had a 5% improvement in productivity per employe and a slight *decline* in consumer prices. See Chart 1.

▪ In the three years from the second quarter of 1955 to the second quarter of 1958, characterized by tight money policies designed to stop inflation, our growth in demand was far below the amount needed to match productive ability—an average growth of only $2.8 billion added every six months. This was a period of lowered productivity (-2%) which resulted in *price inflation* with consumer prices rising 8.2%.

In the second half of 1958 and first half of 1959 we experienced again a rapid growth in consumer demand—averaging $9.5 billion added every six months. With this resurgence of consumer demand, productivity per employe jumped 7% and consumer prices stabilized. But tight money policies to stop inflation were expanded in 1959, and the second half of 1959 showed a slowdown in growth of consumer demand and a slight resumption of price inflation.

▪ If consumer demand is artificially curtailed in 1960 there could be a further renewal of inflationary pressures. Our economy is so fundamentally sound, however, that any slowdown in consumer demand should be temporary and should not interfere with the opportunity for rapid growth in 1961 and over the next ten years. With this favorable $35 billion backlog of potential consumer demand, increased selling effort could pay off in profits as well as in a strengthening of our whole economy through more adequate utilization of our productive ability.

So *expansion of consumption* to match our increased productive ability is the major task facing *marketing, advertising, and selling today. Increasing total con*sumer demand by 10% by 1961 could be a powerful force in checking inflation through making possible increased productivity and lower costs per unit.

Opportunity for 52% Better Standard of Living in Ten Years

Expansion of total consumption, encouraging a rapid improvement in our standard of living, must characterize increasingly the marketing, advertising, and selling of the '60s. We must prepare for a velocity of change in marketing and marketing concepts to cope with the task of selling an additional $165 billion of personal consumption annually—to a level of exceeding $475 billion by 1970. That's an increase of more than 52% in our total standard of living!

That level of sales will be necessary to support our economy ten years from now. The velocity of change in living standards needed to match the most conservative estimates of future productive ability nearly staggers the imagination. To add $165 billion to our standard of living means adding in the next *ten years* on top of our present high level of consumption the equivalent of our entire growth in consumption in the 320 *years* from the landing of the Mayflower at Plymouth in 1620 to our best prewar year of 1940.

▪ In the 30 years from 1929 to 1959 we added $173 billion to total personal consumption (in 1959 prices) so, even talking modern times, we must add as much to consumption in the next *ten* years as in the previous 30 years if we are to keep up with minimum estimates of our production growth.

By 1970 our total production of goods and services in the United States should grow to more than $750 billion in terms of June 1959 prices compared with the $485 billion level in mid-1959. See Chart 2.

▪ $750 billion by 1970 is a conservative measure of our productive ability since it allows only for a gain of 2% per year in per capita productivity—well below the rate we have demonstrated since before the war. Actually, in the 19 years between 1940 and 1959, total physical production per capita (in terms of constant dollars) increased by 58% or about 2½% per year. Bureau of the Census projections indicate a possible growth of population to 220,000,000 by 1970 from the level of 177,000,000 in 1959. So $750 billion of productive ability for 1970 should be looked upon as a minimum level for long-range planning. If the actual rate of growth in per capita production experienced in our last 19 years (2½% per year) were continued over the next decade our productive ability by 1970 would range from $790 billion to $800 billion.

To support the $750 billion production economy, which we can and must have by 1970 to avoid general unemployment and underutilization of our productive ability, we must add to our level of sales to consumers the huge amount of *about $165 billion* (up to a total personal consumption of over $475 billion by 1970 compared with the $311.2 billion level in mid-1959).

Average Family Income Should Grow to $9,550 by 1970

Production of $750 billion by 1970 should provide more than $600 billion of personal income for consumers—an average of $9,550 per household for the 62,933,000 households we are expected to have in 1970. This average income per family would be about 29% above the average of $7,400 in 1959.

The table shows how our increased productivity could expand personal income and purchasing power over the next decade.

How Higher Productivity Can Hike Income

In Current Dollars (not corrected for inflation between 1940 and 1959)	Total Production (Billions)	Personal Income (Billions)	Households (Thousands)	Average Income Per Household (Before Taxes)
1940	$100.6	$ 78.7	34,949	$2,250
1950	284.6	228.5	43,554	5,250
1959 (2nd Quarter)	484.5	381.1	51,400	7,400
Opportunity (at June 1959 prices)				
1961	$520.0	$415.0	52,425	$7,900
1965 (in 5 years)	610.0	485.0	57,517	8,450
1970 (in 10 years)	750.0	600.0	62,933	9,550

An important factor in changing and expanding our requirements is the rapid growth in *discretionary spending power* of our population resulting from our increased productivity per capita. See table on this page and Chart 3.

This chart shows that discretionary spending power, based on a 1940 standard of living concept, has grown spectacularly to a total in 1959 about 7½ times as large as in 1940. It expanded 80% between 1950 and 1959 (second quarter). It could grow another 72% over 1959 to an impressive total of about $345 billion by 1970 if we reach our minimum production opportunity of $750 billion and succeed in keeping consumer prices reasonably near the present range with an index not over 125. There is a likelihood of a 35% growth in discretionary spending power in the next five years—by 1965.

The table on Page 57 details discretionary spending power and personal net saving by years from 1929 to 1959 and the opportunity for growth in 1961, 1965, and 1970.

Prewar $25-a-Week Family Now Earns $92 a Week

Before the war our economy was typified by the $25-a-week family—average weekly earnings for production workers in manufacturing in 1940 were $25.20. Weekly earnings in manufacturing by January 1960 had grown to $92.29 or 3⅔ times the 1940 level. Even after correction for inflation, that is an increase of 75% in *real* weekly earnings since 1940.

■ If discretionary spending power is defined on the 1940 standard of living base as "the surplus spending power over and above what would be required to supply a per capita standard of living for the basic necessities of food, clothing, and shelter equivalent to the 1940 *actual expenditures* after taking into account present prices," then the discretionary spending power has grown 7½ times from $26.9 billion in 1940 to $199 billion in 1959 (second quarter). It should increase 13% to reach $225 billion in 1961.

That represents a huge pool of purchasing power dependent upon the whim or discretion of the individuals as to how it is to be used. People have the money now to select and choose between an infinite variety of items beyond bare necessities. It means an opportunity for real upgrading of the standard of living for mass millions of Americans.

Purchasing Power at All-Time High

Personal income at the $393 billion level in February, 1960, indicates that purchasing power in the United States is at an all-time high and is $22 billion or 6% over February, 1959.

Another startling indication of the financial strength and latent purchasing power of consumers is the $227 billion addition to the net financial equity of individuals in the last five years. See Chart 4.

■ At the start of 1955, total financial assets of individuals in the United States totaled $660 billion. After deducting liabilities (mortgage debt, consumer debt and securities loans) the individuals' net equity was $561 *billion*. At the start of 1960, total financial assets were $956 billion with a net equity of $788 *billion*.

How Age Groups Are Shifting

Age Group	Past 20 Years 1940-1960 % Change	Next 10 Years 1960-1970 % Change
Under 10	+83%	+28%
10-19	+27	+35
20-29	— 2	+39
30-39	+23	— 1
40-59	+36	+12
60 and over	+69	+23

The increase in net financial strength of individuals in the five years was $277 billion or 40%! This increase in net equity does not include the substantial growth of equity in homes, farms, farm machinery, automobiles, and other physical assets of individuals. Farm proprietors' equities alone increased $37 billion in the five years 1955 to 1960.

Big Shift in Age Groups Coming

The past 20-year period from 1940 to 1960 was characterized by the rapid increase in population of the two extremes of age groups—the very young under 10, and those over 60. There was an actual decrease in the number of young adults in the prime family formation age group of 20-29. See Chart 5.

The next decade will be different. It will be characterized by a rapid increase in the family formation age group of 20 to 29, and adolescents of 10 to 19, and a decline in the middle executive group of 30 to 39.

Big Increase in Young Adults Will Expand Market Potential

The number of young adults 21 to 25 reached a low plateau in 1956, '57 and '58 of approximately 10,700,000. There had been as many as 11,700,000 in this group in 1947. Starting with 1959, this group began to increase. By 1965 the increase will be 22% over 1959; by 1970 the increase will reach 56% and by 1970 the number is estimated at double present levels. See Chart 6.

This shift in age composition of our population will have an important influence on market opportunities. The rapid increase in those reaching the family formation stage will put added pressure on housing, transportation, household equipment and furnishings, and all things having to do with family life.

Significant Change in Age Groups— How U. S. Population Is Distributed

(In Millions)

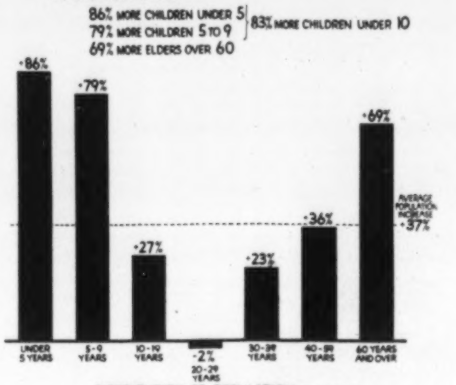
	1940 (Census)	1960 (Estimated)	1970 (Estimated)	1980 (Estimated)
Under 5	11.4	21.2	27.4	36.6
5-9	10.7	19.2	24.3	31.9
Total Under 10	22.1	40.4	51.7	68.5
10-14	11.8	17.2	21.9	27.5
15-19	12.3	13.4	19.3	24.3
Total 10-19	24.1	30.6	41.2	51.8
20-24	11.6	11.3	17.3	22.0
25-29	11.1	10.9	13.6	19.4
Total 20-29	22.7	22.2	30.9	41.4
30-34	10.2	11.9	11.4	17.6
35-39	9.6	12.4	11.0	13.8
Total 30-39	19.8	24.3	22.4	31.4
40-44	8.8	11.5	11.9	11.6
45-49	8.2	11.1	12.2	11.0
50-54	7.2	9.8	11.1	11.5
55-59	5.9	8.4	10.3	11.4
Total 40-59	30.1	40.8	45.5	45.5
60-64	4.8	7.2	8.7	10.0
65-69	3.7	5.9	6.9	8.6
70-74	2.6	4.4	5.4	6.6
75 and over	2.6	5.6	7.3	9.2
Total 60 & Over	13.7	23.1	28.3	34.4
GRAND TOTAL	132.5	181.4	220.0	273.0

Note: Adjusted for Census under-enumeration of children under 5 years.

5

SIGNIFICANT CHANGE IN AGE GROUPS

1960 vs. 1940



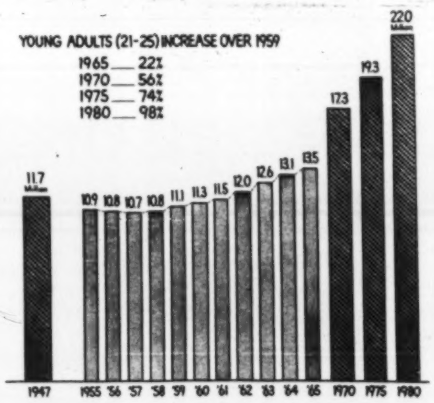
DISTRIBUTION OF POPULATION (MILLIONS)

	UNDER 5	5-9	10-19	20-29	30-39	40-59	60 & OVER	TOTAL
1940 (APRIL 1)	11.4	10.7	24.1	22.7	19.8	30.1	13.7	132.5
1960 (JULY 1, EST.)	21.2	19.2	30.6	22.2	24.3	40.8	23.1	181.4
INCREASE	9.8	8.5	6.5	-0.5	4.5	10.7	9.4	48.9
% INCREASE	+86%	+79%	+27%	-2%	+23%	+36%	+69%	+37%

Note: Adjusted for census under-enumeration of children under 5 years.

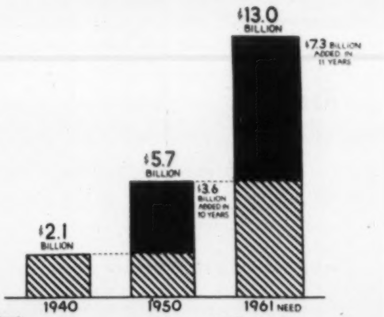
6

RAPID INCREASE IN NUMBER OF YOUNG ADULTS WILL EXPAND MARKET POTENTIAL



7

$13 BILLION ADVERTISING NEEDED IN 1961 TO SUSTAIN ESSENTIAL BETTERMENT OF LIVING STANDARDS



ADVERTISING	1940	1950	(1959)	1961 NEED
NATIONAL	$1.2 BILLION	$3.3 BILLION	($6.7)	$8.0 BILLION
LOCAL	$0.9	$2.4	($4.4)	$5.0
TOTAL	$2.1	$5.7	($11.1)	$13.0
PERSONAL CONSUMPTION (STANDARD OF LIVING)	$72 BILLION	$195 BILLION	($312)	$340 BILLION TO $350 BILLION
ADVERTISING % OF PERSONAL CONSUMPTION	2.9%	2.9%	(3.6%)	3.8% TO 3.7%

Source: 1940, 1950 and 1959 estimates by Printers' Ink.

The education level of this new family population will be far higher than that of their counterparts of 1947. This is indicated by the change in school enrollment percentages.

Age	% Enrolled In School 1946	1959
14 and 15	92.8%	97.5%
16 and 17	66.7	82.9
18 and 19	22.5	36.8

From Habit-Lag to Habit-Leap to Expand Total Consumption

Growth of our economy is retarded by "habit-lag." That is the inertia and slowness we encounter in changing and upgrading people's habits and desires as rapidly as their own productive ability and as rapidly as the productive capacity of the nation could make possible.

If we accept the projected estimates of many leading economists that, in the next ten years, our productive ability will climb to more than $750 billion, then this habit-lag must rapidly be converted to a "habit-leap" in the standard of living of the mass of our population by the educational stimulus of advertising and selling. We must *leap forward* in the upgrading of our concepts of life with a *velocity* few of us recognize!

■ That will take increased creativeness in marketing and selling because it means changing of the long-established habits and concepts of living of millions and millions of people as they move up in productivity, purchasing power, education and cultural interests.

The creative marketing, advertising and selling of the '60s must give more and more emphasis and thought to ways and appeals that expand the total market and that add to the total of human satisfaction. In our dynamic economy of the next decade the concept of expanding total consumption will offer a more profitable opportunity for increased sales of a particular product or brand than the purely competitive attempt to have consumers "switch" brands.

■ Consider, for example, that a brand with 10% of today's market might double its dollar sales if, through creative marketing, it developed a 10% increase in the total consumer demand and took that increased market for itself. Its share of the larger total market would jump to 18% and the doubling of its dollar sales could occur without cutting down any competitors' sales. Studies of people's habits of consumption will show that most markets can be expanded by much more than 10% in a relatively short period of time if people are educated to upgrade their consumption as they grow in productivity and income.

True, this example may be hypothetical and extreme, but it is used to emphasize the potentialities of thinking of markets as dynamic and capable of expansion rather than as "mature" or "saturated" or "static," where the knocking-out of competition is the only way to increase sales.

Needed: $13 Billion in Ads by 1961, $24 Billion by 1970

In relation to the standard of living (total consumer expenditures for all goods and services) advertising influence has increased from 2.9% in 1940 and 1950 to 3.6% in 1959.

The velocity with which this advertising influence on consumers in the United States has been increased since before the war is illustrated in Chart 7.

■ In ten years, from 1940 to 1950, total advertising influence directed to consumers grew by $3.6 billion from $2.1 to $5.7 billion (including both national and local advertising). The 1959 total is estimated at approximately $11.1 billion. Thus, in nine years, from 1950 to 1959, another $5.4 billion of advertising influence on the consumer was added—an increase of 95% from the $5.7 billion in 1950 to an estimated $11.1 billion in 1959. That's nearly six times the prewar total.

Now, in early 1960, we have a $35 billion backlog of consumer needs and latent demand which, if activated into insistent sales demand, could create a 10% increase in sales in 1961 to a level of $340 billion to $350 billion. We need that kind of increase in sales to keep up with productive ability and to hold inflation in check. The opportunity for activating this backlog of consumer demand rests with those in advertising and selling!

■ We need now the courage and vision to expand selling efforts so that the level of consumer buying can be brought back in line with the potential growth of productive ability and capacity. The present peak level of personal income, consumer discretionary spending power, and the huge increase over the last five years in net financial assets of individuals all point to the opportunity for efficient increased marketing effort to pay off in profits, as well as to aid our whole economy.

Total advertising of $13 billion or 17% above the 1959 investment, may be required to encourage the needed increase in living standards to between $340 billion and $350 billion of personal consumption in 1961.

■ To sell the volume of goods and services necessary to support a $750 billion level of production in 1970 could well require approximately $24 billion of total advertising—or about double the present. That would represent 5% of the standard of living, measured by personal consumption of $475 billion. And an increasing part of the emphasis of this doubled advertising effort must be in the direction of expansion of consumption, rather than just switching brands within a fixed market.

Sound Research Needed

Only a third of the $165 billion needed growth in consumption by 1970 can be anticipated through the increase in population—the other two-thirds must come about through the upgrading of our per capita standard of living—changing the habits, desires, motives, and concepts of a way of life of more than 200,000,000 people as they move up in productivity and purchasing power.

■ Advertising must establish itself as the educational and activating force that can bring about this increase in total consumption through upgrading the personal concepts of a standard of living, and through stimulating the profitable growth in sales of worthy products and services.

If we or the public lose faith in advertising it could be a much more serious blow to our economy than most of us realize because this continuing increase in consumption has become a critical factor in our economy.

■ It would seem particularly important now, when advertising is being attacked from so many sides, that there be added support and participation in basic and unbiased scientific research such as the projects encouraged under the direction of the Advertising Research Foundation to help make advertising more productive.

Advertising now is an industry representing an annual investment of nearly $12 billion. By 1970 the total volume of advertising needed to create the kind of an economy we need for utilization of our productivity and labor force should total about $24 billion. Certainly the decisions involved in an annual investment of this magnitude must be guided by sound and basic research. #

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13th Annual List of New Market Data Presented

(Continued from Page 57)

charge, is included in the listing. *When requesting data for which a charge is made, do not send requests or money to* ADVERTISING AGE. Send requests directly to the publisher or other source offering the material. His address is listed in the AA description. Bills for such material will be sent to the inquirer by the publisher of the data when he forwards the requested data to the inquirer.

■ For ease of reference, the compilation is presented in eight sections:

1. **National Markets**, embracing all data which covers the nation geographically.
2. **Farm Markets**, covering the farm field specifically.
3. **Regional and Local Markets**, which embraces data covering a particular region or locality.
4. **Distribution Markets**, which covers data relating principally to retailing and wholesaling operations.
5. **Industrial Markets**, covering primarily the capital goods industries (including building and construction), rather than general consumer markets.
6. **Professional Markets**, covering the various professions as markets.
7. **Canadian Market**, which covers all Canadian material.
8. **International Markets**, which covers material dealing with foreign and export publications.

Regional and local data is further classified by state, but not by city. Route lists are grouped separately under "local," so that all available items are in one place.

■ In addition to data presently available, each section also includes a list of "soon to be published" data. These have not yet been released, but are scheduled for early publication. This "soon to be published" list carries numbers, and may be requested through ADVERTISING AGE, but it is primarily presented as a guide for those readers who may be interested in the studies mentioned, and may want to make certain that they do not miss them when they are released.

Although there are over 1,800 individual pieces of market data (*not media data*) listed in this special section, we recognize that the list is by no means complete. For one reason or another, many important pieces of market data material are not listed here, principally because we have listed only such material as the individual publishers have authorized or requested us to list. Nevertheless, the compilation is by far the largest and most complete of its kind ever assembled, and we hope it will prove of real value to the field. #

NATIONAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.

1000. *A Study of the Mobile Home Park Market.*

This is a folder describing the mobile home park industry, its facilities and buying plans. The folder, which covers average acreage, number of spaces, and number of lots added in the past year, is published by *Mobile Home Park Management*, Chicago.

1001. *A Market Study of the Mobile Home & Travel Trailer Industries.*

A folder published by *Mobile Home Dealer* tells about the production and distribution of the mobile home and travel trailer industries and describes manufacturers, dealers and suppliers as well as covering consumer preferences and sources of industry information.

1002. *Local Foreign Language Markets in the U.S.*

A folder issued by Waxelbaum Advertising Co., New York, enumerates foreign language markets in New York, Chicago, Cleveland, Boston, Philadelphia, Pittsburgh, Detroit, Los Angeles and San Francisco, giving size of markets for various ethnic groups—Polish, German, Italian, Greek, Czechoslovak, Spanish, Scandinavian and Hungarian—and methods of approach to reach these markets.

1003. *Boys' Life Youth Market Newsletter.*

A monthly newsletter prepared for advertising agencies and companies interested in the youth field is offered by *Boys' Life*. It contains information on new promotions, surveys, government statistics and trade information pertaining to youth.

1005. *The Elks Market.*

A folder issued by *Elks Magazine* presents the occupations, income, possessions and expenditures of 1,256,303 men receiving the publication. All figures were first reported in the 1959 Starch consumer magazine report.

1006. 1959 *Metropolitan Daily Newspaper Market Data.*

This brochure lists population, sales, household and income data on 168 metropolitan newspaper markets with maps. It is available from Richmond Newspapers Inc., Richmond, Va.

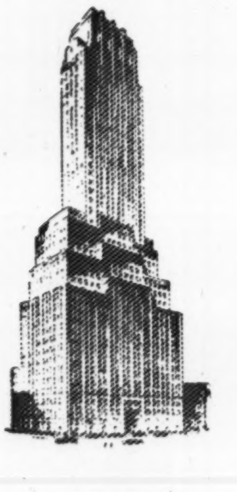
1007. *Market Identity of the Kiwanis Magazine Audience.*

A comprehensive study issued by *Kiwanis Magazine* covers major areas of advertiser interests, including primary and secondary areas of advertiser interests, including primary and secondary readership, reader characteristics, job responsibilities by titles, buying authority for capital equipment and administrative services and supplies, civic identity, socioeconomic image, income levels, life insurance potential, home and car ownership, car buying preferences for 1960 models and cigaret usage.

1008. *24th Annual Grit Reader Survey.*

An annual survey issued by *Grit* gives data on the small town market, including analysis of brand preferences of 21,061 *Grit* families, with five-year comparisons in these groupings: Automotive, drugs-cosmetics, groceries, home appliances, tobacco, pets and miscellaneous.

New Address for
New York Office of
Tatham-Laird Inc



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PLaza 2-1111

Reason Why

"The most spectacular gains registered among agencies billing in excess of $25,000,000 were scored by Tatham-Laird Inc, increasing its billings from $18,000,000 in 1958 to $31,600,000 in 1959 (a gain of more than 75 percent)..."

NEW YORK TIMES,
March 1, 1960

From our newest New York office, more top creative, merchandising, marketing and media personnel will have more space and facilities to give even more service to our clients.

• The Companies and Products Served by Tatham-Laird Inc:

Abbott Laboratories: *Sucaryl* • **American Home Products Corp. (Boyle-Midway Division):** *Easy-Off Oven Cleaner, Easy-Off Window Spray, Griffin Shoe Polishes* • **American Home Products Corp. (Whitehall Division):** *Dristan Decongestant Tablets, Dristan Nasal Mist, Dristan Inhaler, Dondril Anti-Cough Tablets, Kolynos Toothpaste* • **Brach Candy Co.** • **Butter-Nut Foods Co.:** *Coffee* • **Campbell Soup Co.:** *Swanson Frozen and Canned Foods* • **Clark Oil & Refining Co.** • **Cooper's Inc.:** *Jockey Brand Menswear* • **E. C. DeWitt & Co. Inc.:** *DeWitt's Pills, ManZan* • **Formfit Co.:** *Girdles, Brassieres* • **General Mills:** *Spratts Pet Foods, 3 Little Kittens, Surechamp Dog Food* • **Libby, McNeill & Libby:** *Canned Meats* • **National Homes Corp.** • **Procter & Gamble:** *Mr. Clean, American Family Soaps and Detergents* • **The Parker Pen Co.** • **The Toni Co.:** *White Rain Shampoo, Prom Home Permanent* • **The Wander Co.:** *Ovaltine.*

TATHAM-LAIRD INC • *Advertising*

NEW YORK CHICAGO HOLLYWOOD

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy
ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. GReenwood 4-5471 Toledo 12, Ohio

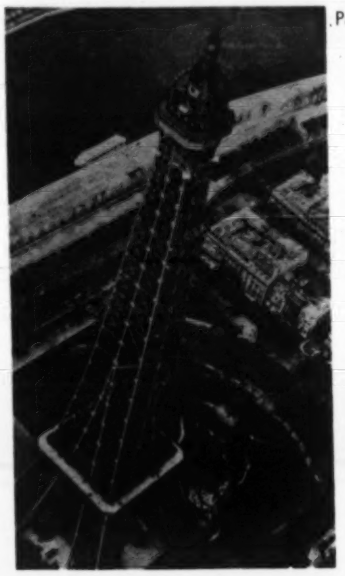
WIN A FREE TRIP TO EUROPE

ENTER ESQUIRE'S CHRISTMAS JUBILEE CONTEST

ANNOUNCING ESQUIRE'S CHRISTMAS 1960 JUBILEE CONTEST

How would you like to tour Europe next year—with your wife... as Esquire's guests?

There's a continent of fun and adventure waiting for you.

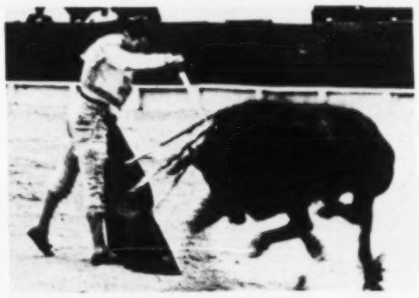


.Paris!!!

Cruise the watery "streets" of Venice

The practised calm of the croupier in Monte Carlo

Dip fondue beneath the shadow of Switzerland's snowy Jungfrau



The roaring **olé** of bullfights in Madrid

Choose for yourself the things you most want to do...then *do* them, *compliments of Esquire!*

To share some of our excitement over the prospects for Esquire's Christmas 1960 Jubilee Issue, we're holding a gala contest for advertising agencies and all their accounts. The Grand Prize is a *Trip to Europe for Two*...roundtrip air transportation *anytime during 1961*, plus the *wherewithal* to enjoy two solid weeks of living it up in the best hotels, restaurants and shops.

And, as an extra bonus, Esquire's Travel Editor, Dick Joseph, will help you plan your itinerary. His first-hand knowledge of every nook and cranny of Europe will be at your disposal to make your trip a memorable one.

The contest is easy...costs you nothing to enter...no box-tops, jingles, or 25-word statements. Just answer these *three* questions about Esquire's December 1960 Jubilee Issue:

1.

How many gifts will be advertised in the December 1960 Esquire? (Hint: last December, advertisers showcased 1179 gifts in Esquire.)

2.

How many editorial gift suggestions will deck Esquire's December 1960 Issue?
(Hint: in December '59, Esquire featured a record 478 gifts.)

3.

How many pages will there be in the National edition of Esquire's Christmas 1960 Jubilee Issue?
(Hint: the gala December 1959 Esquire was a hefty 384 pages.)

That's all there is to do. The Grand Prize winner receives a *Free Trip to Europe for Two*, plus $700 in cash for spending money...the next 50 closest answers will win copies of Esquire's newest book, *The Art of Keeping Fit.*

Just write your answers on the postage-paid, perforated contest card (next page) and drop it in the mail. Please *print* your name and address *legibly* (so we'll know where to send the tickets!).

The other rules are just as simple:

1.

Only one entry per person.

2.

All entries must be postmarked on or before July 31, 1960.

3.

Entries will be accepted only from advertising agency personnel and executives in their clients' advertising and sales departments.

4.

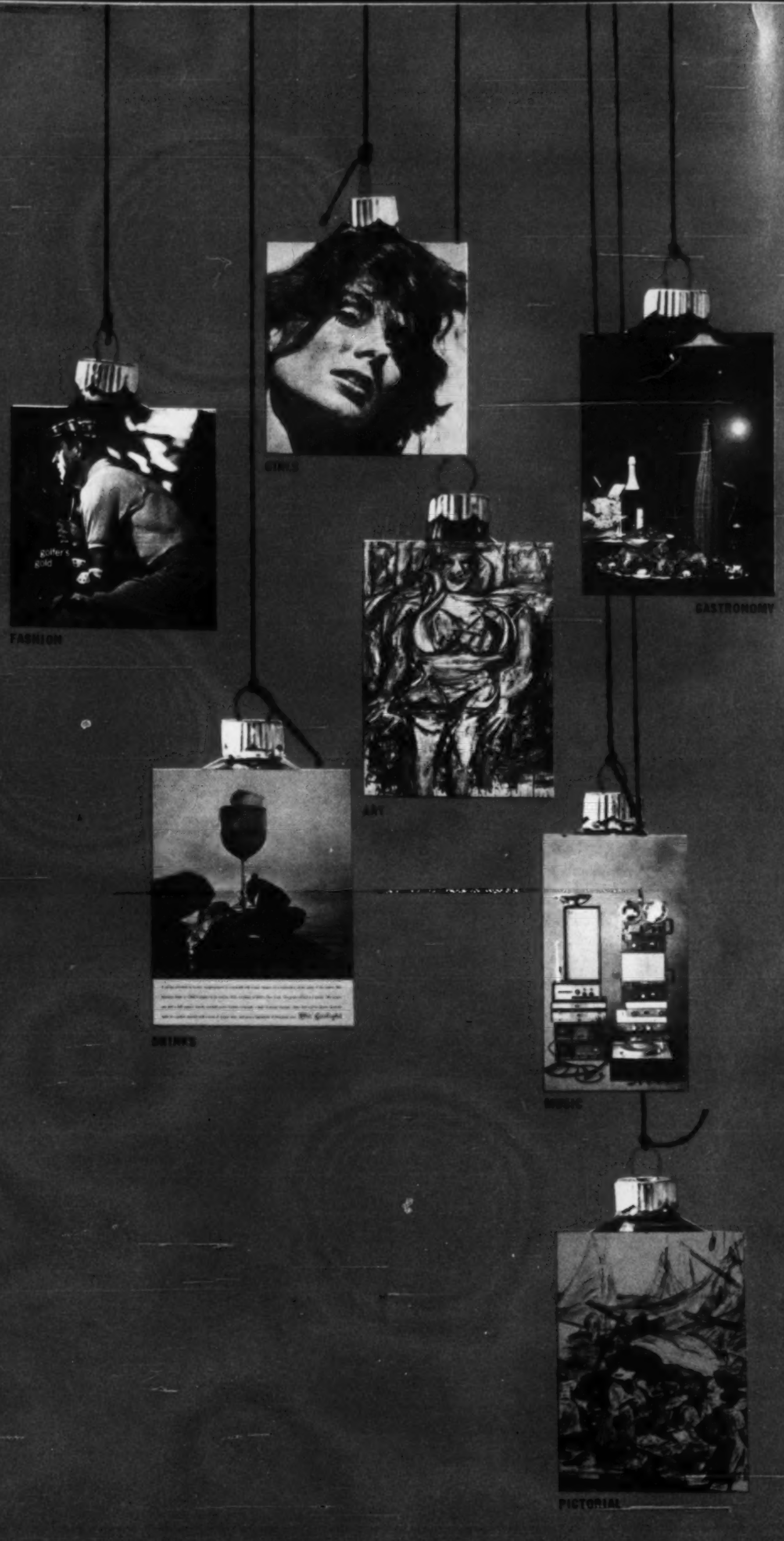
If no one predicts the correct answers, the closest guess wins. We don't expect any ties, but in case we end up with one... the earliest postmark takes the prize.

5.

Winners will be announced when Esquire's December Jubilee Issue goes on sale: Nov 15, 1960.

There are no other rules, nothing else to do.

Start thinking...Europe is beckoning. And so is the next page with some important facts about Esquire's Christmas Jubilee Issues to assist you in your predictions.



ESQUIRE'S CHRISTMAS JUBILEE ISSUE

The December '59 Christmas issue was the greatest issue in Esquire's 27-year history . . . 384 pages of delights and surprises . . . so crammed with holiday reading that Nobel Prize winner William Faulkner (one of three Nobel Prize winners in the issue) didn't even appear until page 226 . . . the "Gift Guide of a Century," overflowing with 1657 glittering Christmas gift selections . . . an advertising roster that represented a veritable blue book of outstanding manufacturers . . . wrapped up in a lavish gold cover and carton . . . and sold for $1.00.

Now . . . what do we do for an encore?

We put out an even *bigger* and *better* issue!

Right now our editors are working on the brobdingnagian task of preparing the elaborate excitement that will fill the pages of Esquire's Christmas 1960 Jubilee Issue. At this point, of course, we can't reveal what this fabulous issue will contain. But we can tell you this. The December Esquire will be a Christmas Issue against which all others will be judged. It will be the definitive issue for gift-giving . . . crammed with gifts, gifts, gifts galore. Editorially, it will cover the entire spectrum of a reader's interests in the opulence traditional to Esquire.

Festively ornamenting this page and overleaf are a sampling of some of the diverse categories that December readers can expect to enjoy richly in the Christmas 1960 Jubilee Esquire.

THIS IS THE CARD TO COMPLETE AND RETURN AFTER YOU READ THE DETAILS OF ESQUIRE'S CHRISTMAS JUBILEE CONTEST

HERE'S MY ENTRY IN ESQUIRE'S JUBILEE CONTEST:

1. There will be ____ gifts advertised in the December 1960 Esquire.

2. There will be ____ editorial gift suggestions in Esquire's December '60 Issue.

3. Esquire's Christmas Jubilee Issue (National edition) will contain ____ pages.

IMPORTANT: Please return this card before July 31, 1960 to insure your eligibility.
All entries must be submitted on this card.

Please print legibly:

Your Name ____________________
Title ____________________
Company Name ____________________
Street Address ____________________
City ________ Zone ________ State ________

a

ESQUIRE'S CHRISTMAS JUBILEE FOR ADVERTISERS

- *An outstanding editorial array of writers and contributors.*
- *The greatest collection of Christmas gifts ever assembled in one magazine* (last year's record-breaking December Esquire included!).
- *Over 1,000,000 copies of the Christmas Jubilee Issue will be printed*... as opposed to Esquire's guarantee of 800,000. Bonus circulation could well reach 200,000 copies.
- *Issue price:* $1.00... instead of our customary 60 cent price.
- *NO increase in advertising rates:* in spite of this momentous issue, there will be no increase in advertising rates.
- *25% discount for spreads:* take advantage of the most spectacular savings in publishing today!
- *Gala Christmas Merchandising Program. Christmas tie-ins with the nation's top department and specialty stores* insure displays featuring your Esquire-advertised gifts. *Esquire Christmas merchandising aids* enhance your point-of-sale promotion.

Whatever you advertise, showcase it in Esquire.
For Christmas, nothing commands greater priority than Esquire's December 1960 Jubilee Issue.

On Sale: Nov. 15
Closing Dates: 4-Color: Sept. 26—B&W: Oct. 2

GIFTS GIFTS GIFTS
SPORT
PERSONALITY
THEATRE
TRAVEL
WHAT WORRIES YOU MOST ABOUT AMERICA TODAY?
ARTICLES
THE GODDESS
PADDY CHAYEFSKY
MOVIES
HUMOR

FIRST CLASS
PERMIT NO. 19890
NEW YORK, N. Y.

BUSINESS REPLY MAIL
No Postage Stamp Necessary if Mailed in the U.S.A.

POSTAGE WILL BE PAID BY

ESQUIRE'S CHRISTMAS JUBILEE CONTEST
488 MADISON AVENUE
NEW YORK 22, NEW YORK

1009. *Talk to the Leaders of the Nation's Youth.*

A folder issued by *Scouting* contains market and media information on readers who are Scouts of America. It gives data on age of readers, home ownership, civic activities, education and occupations. It also contains a section on merchandising available to *Scouting* advertisers.

1010. *Boys' Life Survey Data Series. 1960—Typewriters and Pens.*

This brochure contains data on the purchase and use of typewriters, fountain pens and ballpoint pens by boys. It gives information on the amount of time spent typing, those features which are preferred in typewriters, family use of typewriters. The respondents also expressed their preferences for various kinds of pens, types of pen points and amount of time they owned their present pen. The survey was prepared by *Boys' Life.*

1011. *Boys' Life Survey Data Series 1959—Footwear and Accessories.*

A folder issued by *Boys' Life* presents the results of a survey covering the ownership of various kinds of shoes and athletic footwear, amounts of shoes owned and purchasing habits of boys for these items. A section on readers' vital statistics and a section on the kinds of shoe polish readers prefer and brands most frequently purchased.

1012. *Boys' Life Survey Data Series 1960—Hobbies.*

A brochure prepared by *Boys' Life* with the cooperation of manufacturers in the hobby industry, provides information as to boys' purchase and use of hobby items. It contains facts on models and accessories, electric trains and accessories, crafts, science projects and dry cell batteries. It also gives information on frequency of use of hobby items and kinds of stores where purchases are made.

1013. *A Comparison Study of the Male Youth Audiences of Seven Magazines.*

This is a comprehensive study of the male youth market through the audiences of ***Boys' Life, Life, Look, Senior Scholastic, The Saturday Evening Post, Junior Scholastic*** and ***Scholastic Roto.*** It develops comparison data on readership, purchase and buying influence of 37 products oriented toward youth sales, advertising response, vital statistics, living standards and family socio-economic status of readers of each of the seven magazines. It is published by *Boys' Life.*

1014. *A Study of Realites Readers.*

This study by George Gallup covers reading habits, income, car ownership (by brands), liquor consumption (by brands), travel, occupational status of readers of *Realites.* This is part of a continuing study which will be resumed in June, 1960. It is released by Realites in America Inc., New York.

1015. 1960 *Outlook.*

An analysis by *Ice Cream Field* of the production of ice cream, ice milk, mellorine, sherbet, water ices and other frozen dairy products from 1950 to 1959, with projections for 1960. Also included are data on per capita consumption of ice cream and related products for 1950-1960.

1016. *Ice Cream Field 8th Annual Survey of Industry Trends.*

This survey analyzes types of products made by ice cream manufacturers, forecasts volume, lists new flavors, anticipated new equipment, types of retail outlets, average prices, industry problems and important trends in the ice cream industry. The eight-page folder is issued by *Ice Cream Field.*

Use the Coupons in Requesting Data

1017. *A Study of the Magazine Market.*

This is a study of the size, quality and buying of the magazine market. It was sponsored by the Magazine Advertising Bureau, New York, and conducted by Market Research Corp. of America through its National Consumer panel. Buying facts cover 18 items of consumption—such as aluminum foil, cake mixes and toilet soap—for the first three months of 1959 plus data on ownership, recent purchases and intended buying of major and small appliances and other durables, and facts on tires, life insurance and pleasure travel.

1018. *The Nine Billion.*

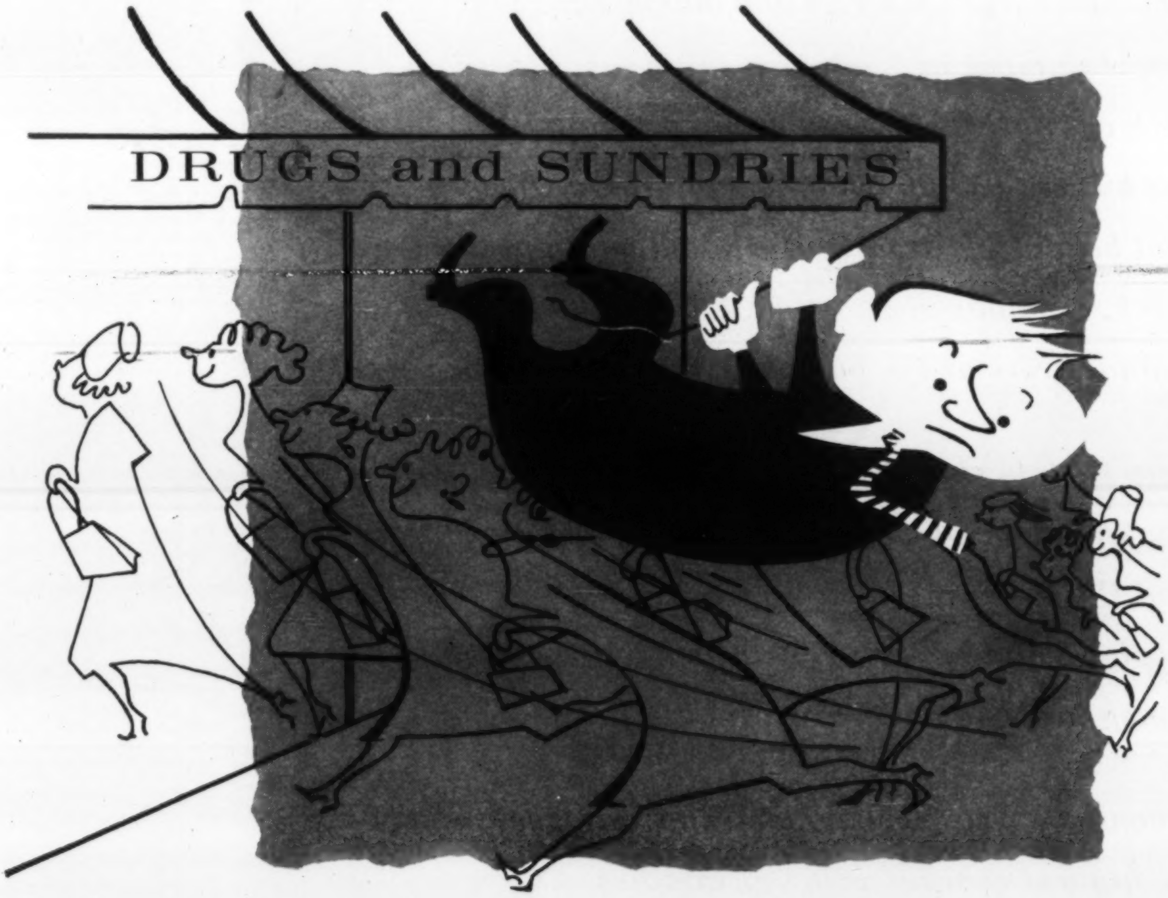
This is a readership analysis done by Fact Finders Inc. showing the capital assets of the average *Financial World* subscriber and how and where he invests these assets. It is available from the publication.

1019. *You Reach the Nation's Leading Business Markets Through Business Week.*

A county map of the U. S. showing 180 leading metropolitan

JERE PATTERSON
& ASSOCIATES
INTERNATIONAL
ADVERTISING AND
MARKETING COUNSEL
9 Rockefeller Plaza, New York 20, N. Y.

You get Sales Action every morning in Cleveland



Take a half million Greater Cleveland families with a respectable $7,381 spendable income. Add 26 adjacent counties a stone's throw from Euclid Avenue and you have retail sales of nearly 4 billion dollars—and *that's* larger than the retail sales of any one of 35 *entire* states. So—if your sales of goods or services in the Cleveland market do not exceed those of 35 states—WRITE—WIRE OR PHONE—

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles.
Member of Metro Sunday Comics and Magazine Network.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

***Akron, Canton and Youngstown Counties are not included in above sales**

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

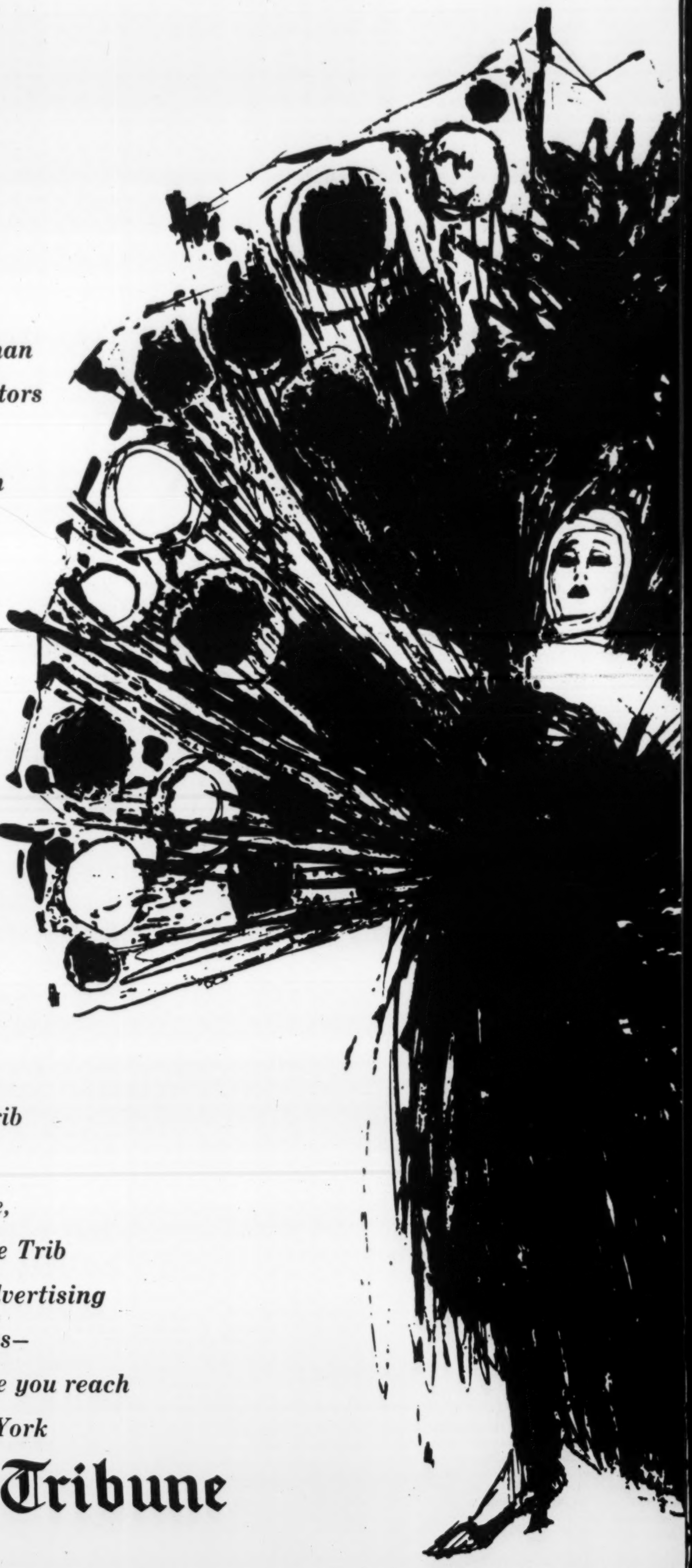
The billion dollar baby

New Yorkers have more fun than anybody except perhaps for our 14,000,000 visitors who alone will spend $1,000,000,000 for entertainment in New York this year. They join with the natives in running up an annual bar-bill of $650,000,000, enough to treat every soul behind the Iron Curtain to a badly-needed drink. And our visitors build a $190,000,000 annual gross at the box-office of our theatres.

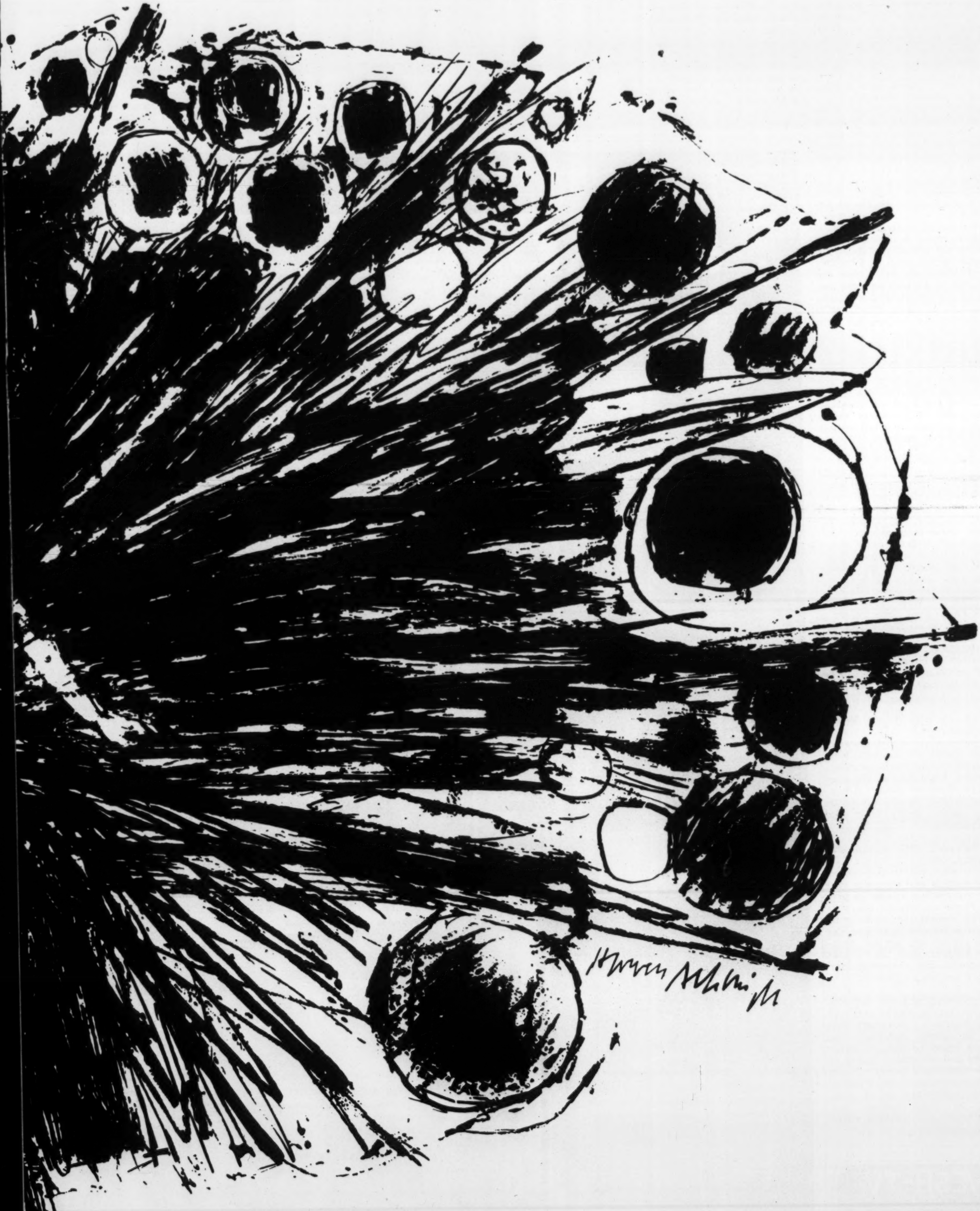
New York is show-business . . . so big a show it's unmatched by any other city in the world. And the Trib takes you directly to the people in and of New York who have the most money to spend on pleasure and leisure.

Among all New York papers, the Trib has the highest concentration of families with $7,000-and-up incomes. No one but the Trib delivers all these families—a quality market larger than the metropolitan areas of Syracuse, Richmond and Peoria combined. No wonder the Trib carries the fourth largest volume of general advertising of all U. S. newspapers. You—and your business—are missing plenty if you don't advertise where you reach the most appreciative audience . . . in the New York

Herald Tribune



Scolaro, Meeker & Scott: Chicago ST 2-4107, Detroit TR 2-7810, Philadelphia LO 3-5491 • Doyle & Hawley: Los Angeles DU 8-2328, *the Fourth of a series*



San Francisco GA 1-7437 • McAskill, Herman & Daley, Inc.: Miami Beach JE 2-1715 • Allin Associates: Toronto EM 4-2269, Montreal VI 5-6898

Available Market Data—National

To secure copies of data iisted, use the handy coupons

areas, and comparative figures on manufacturing employes, retail sales and *Business Week* circulation, is offered by the McGraw-Hill publication.

1020. *The Concentrated Market for Corporate Stocks.*
Published the first of this year, this booklet offered by *Business Week* uses Internal Revenue Service figures to show that the market for corporate stocks is comprised of a relatively small group of individuals.

1021. *Annual Survey on Sports Attendance.*
Horse racing is America's No. 1 spectator sport, according to the results of the 13th annual sports attendance survey conducted by Triangle Publications. Aside from the 55,883,492 racing fans reported, the study covers attendance for all other major U. S. sports in 1959, with 1958 comparison figures, and data on participant sports.

1022. *Guide to Basic Selling in 21 Urban Negro Markets.*
Associated Publishers offers this collection of statistical data on the population, employment, education, income, etc., of 21 urban Negro markets, as well as retail outlets and newspaper coverage.

1023. *Megatown.*
"Megatown" is Westinghouse Broadcasting Co.'s designation of a modern marketing area wherein retail selling from a dominant central city into the suburbs and satellite areas is considered. The "megatowns" of Boston and Pittsburgh are used as examples in this booklet offered by the broadcaster.

1024. *This Is Washington—Film.*
CBS Radio Spot Sales offers a 16mm color sound film which depicts Washington, D. C., and provides the viewer with data on capital residents' buying habits and WTOP coverage. Showings can be arranged through CBS Radio Spot Sales.

1025. *There's a Difference in the Doctor's Wife.*
A magazine which makes its debut this month, *The Doctor's Wife* is directed to the "well-educated, influential, high income audience of 183,167 doctors' wives." A brochure detailing the characteristics of this special group is offered by the publisher.

1026. *Fortune's 13th Annual Car Survey, 1959.*
Special attention to the impact of new models and economy cars on the automotive market is given in *Fortune's* annual car survey. This continuing study indicates ownership patterns and car buying preferences among high-income business men, as well as their sports car ownership and car rental system preferences.

1027. *Fortune's Truck Survey*, 1959.
In addition to its annual car survey, *Fortune* now offers this report on trucks, covering "the corporate image of manufacturers of trucks and of various makes of medium and heavy trucks." Truck ownership among *Fortune's* industrial subscribers and brand preferences for truck trailers and tires, as well as purchasing influence, are reported.

1028. *Annual NBG Industry Survey.*
A special report on the record (1.6 billion cases) 1959 sales year of the soft drink industry is available from *National Bottlers' Gazette*. Statistics on advertising expenditures, projected plant expenditures, flavor preferences and sales outlets are given.

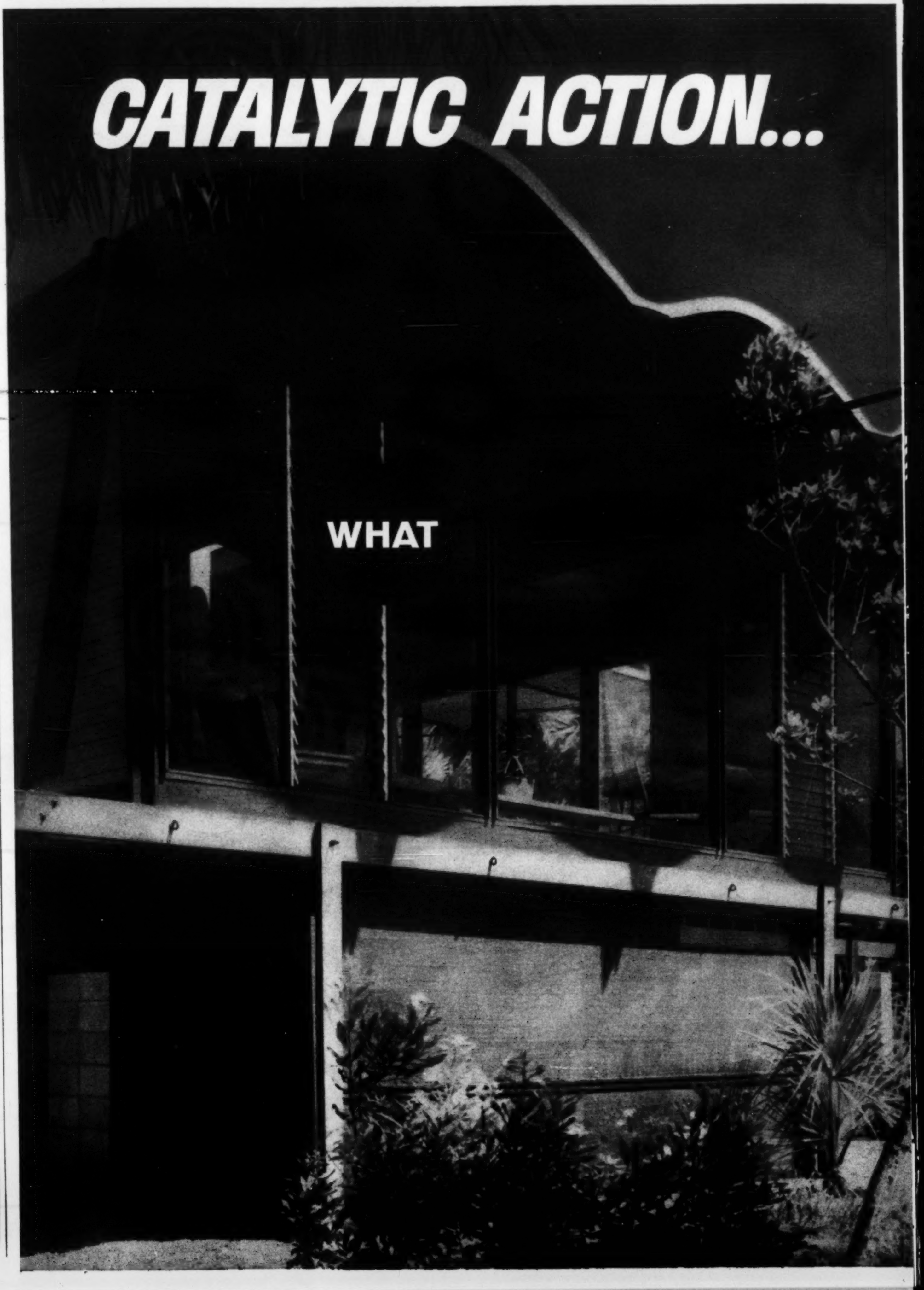
1029. *The Soft Drink Industry.*
Another offering of *National Bottlers' Gazette* is this illustrated brochure giving production, sales and other marketing data for the soft drink industry. Packaging and distribution information is given and so are sales and dollar volume comparisons for the period 1950-58.

1030. *Dell 21st Survey of Beauty.*
Published in March, the 1959 Dell Publishing Co. report on beauty product buying habits covers 91 product classifications. Dell Modern Group readers, numbering 4,196, provided the data, including brand preferences.

1031. *A Study of Comic Book Reading, Television Viewing, and Radio Listening, and Product Brand Preferences of School Children.*
Tomorrow's big spenders, now in the elementary schools of Hempstead, N. Y., provided the data for this survey report published the first of April by Dell Publishing Co.

1032. *Basic Facts for Users of Broadcast Media.*
A. C. Nielsen Co.'s up-to-date reference book supplies market data with maps on 146 market areas and their surrounding counties, which include the 231 cities locally served by two or more tv stations. Cities and market areas with their tv and radio stations are listed.

WESH-TV
PREFERRED IN
ORLANDO-DAYTONA MARKET



1033. *Radio 60.*

Out this month, this booklet offered by A. C. Nielsen Co. gives the current size and characteristics of radio as a medium, including set ownership, listening patterns, and car radio listening habits.

1034. *Television 60.*

As in its annual radio report (see above), A. C. Nielsen Co. supplies current data on the size and characteristics of television as a medium, including data on audience composition, set ownership and viewing patterns.

1035. *Breakdown of Distribution of Dept. of Defense.*

Army Times offers a folder describing the distribution of all U. S. armed forces personnel and their dependents, with state-by-state breakdowns showing the location of Defense Dept. personnel.

1036. *Seven Points About the American Legion Market for Home Improvement Product Advertisers.*

A report from *American Legion Magazine* shows how its readers make up a good-size section of the home-improvement market—6.7% bought or built a home, 13.2% remodeled, and 40.7% painted or redecorated in the past 12 months. Other data on the magazine's readers is also given in the booklet.

1037. *Market Data on the Catholic Institutional Market.*

This is a "ten-year growth tabulation" (1949-59) of the yearly increases in numbers and percentages of Roman Catholic population, elementary school children, high school students, college and university enrollment, hospital beds, nurses, children in orphanages, guests in protective institutions, and homes for the aged, seminarians, priests, brothers and nuns. It is offered by *Catholic Property Administration.*

1038. *Paint in the Commercial Building Market.*

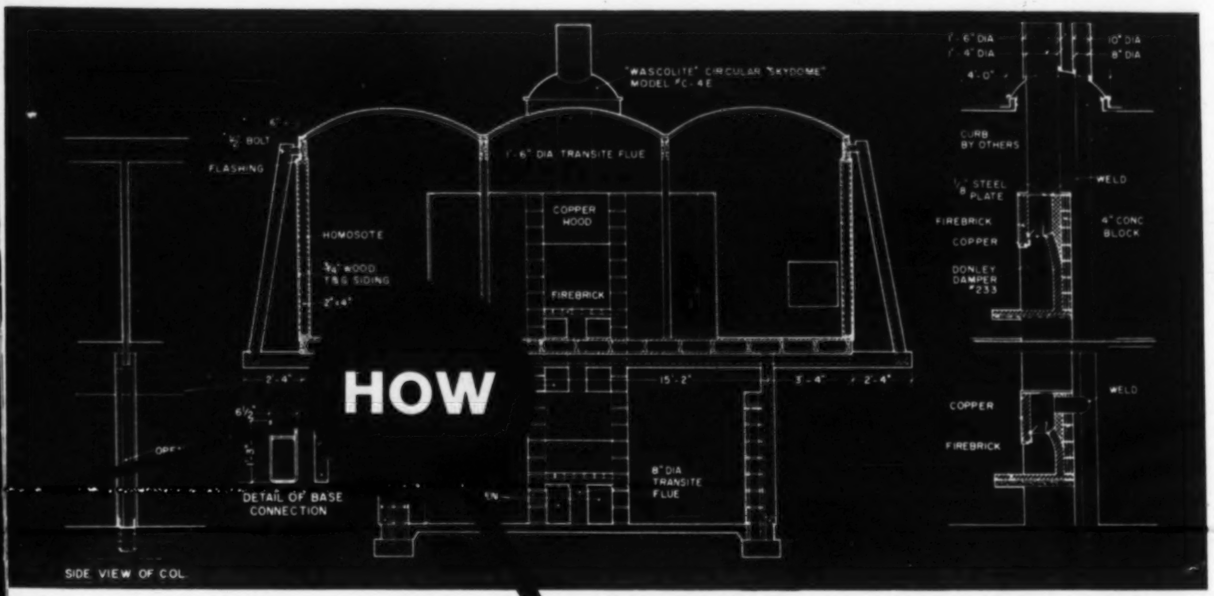
A survey report on paint consumption in offices, apartments and other commercial buildings is offered by *Buildings*, giving average yearly consumption, frequency of painting, annual expenditures, place of purchase, buying influences and brand preferences.

1039. *Buying Influence Study· Building Management, Architects, Contractors.*

Fresh off the presses is another report from *Buildings* on a Dun & Bradstreet survey in which building management firms identified the building products they helped select for specific projects. Architects and contractors for these projects were also queried.

1040. *Venetian Blinds.*

How many commercial buildings have how many venetian blinds, how often they are repaired or replaced, who selects them and what features and characteristics influ-



WHO

"Who makes what it takes?" When a prospect asks this question, a sale is near closing. American Builder's unique editorial approach coaxes this question on every page of every issue. Our editors tell builders what to build, and how to build it . . . in a time-saving style, tuned to the tempo of the busy builder. This approach keeps builders alert to ideas, alive to action, awake to advertising. When builders ask, "who makes what it takes?" will the who be you? Budgets get results faster in American Builder.

JULY

REMODELING – COVER TO COVER Complete coverage of the booming remodeling business . . . planning, selling, estimating, cost controls, methods, materials. Builders look to it for vital profit opportunities—keep it as a year-round reference. Great advertising opportunity. Closing date: May 25, 1960. American Builder. 30 Church Street, New York 7, N. Y.

NOBODY COVERS AMERICAN BUILDING LIKE

American Builder

A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION

SELECTIVITY with a capital "S" in The ROTARIAN

Industrial and Office Equipment?

67% of subscribers are on company planning boards.
51% buy office equipment, machinery, and furniture.
30% buy plant machinery and equipment.
24% are major operating heads. 55% are titled general officers.

Travel, Vacation and Resort?

82% of subscribers take 13 major trips a year.
76% travel by first class accommodation.
79% have visited at least 4 countries outside the U.S.
61% have personal charge accounts in cities other than their own.

Financial and Investment?

55% of subscribers own listed stocks and bonds.
21% have brokerage accounts.
44% own income producing property.

Insurance?

31% of subscribers buy company insurance.
14% own their own businesses.
Average subscriber carries $30,000 in life insurance.

Books?

71% of subscribers have attended college.
22% name books as major hobby.

Sports and Hobby Equipment?

31% are golfers. 45% are fishing enthusiasts. 22% photography.
34% gardening. 24% hunting.

Civic Improvements and Equipment?

53% of subscribers serve on community or civic governing bodies.

Subscribers' average annual income—$14,429

Have you investigated the ROTARIAN's influential and prolific audience (currently 375,000 subscribers at the low cost of $3.52 per thousand) for your product or service?

• • •

SEND NOW FOR YOUR COPY OF THE ROTARIAN READER

a complete study of The ROTARIAN Magazine done for us by Market Facts, Inc.

ABC
The Rotarian
1600 Ridge Avenue, Evanston, Illinois

Available Market Data—National

To secure copies of data listed, use the handy coupons

ence selection, are some of the questions answered in a report available from *Buildings*.

1041. *Profiles of Professional Building Management.*

This is a 32-page booklet containing verbatim interviews with 15 typical building management firm executives. The data includes number of buildings owned and managed; their size, type and value; amounts spent on construction and modernization recently; employes, and statements regarding the selection of building products for new construction and modernization. It is offered by *Buildings*.

1042. *Washroom Products.*

Buildings also asked building owners and managers what commercial washroom products they chose for modernization and new construction projects, as well as the quantities being purchased, brands and buying influences of architects, plumbers and building management personnel.

First Three Markets Group Publications.

The following six market data items are available free to advertisers and agencies requesting them by number through Advertising Age. (Others will be charged a nominal sum and are asked to write directly to First Three Markets Group, Tribune Tower, Chicago 11):

1043. *NWDA Analysis by First Three Markets Group.*

A single data sheet showing the coverage by First Three Markets Group of families in market areas delineated by the National Wholesale Druggists Assn.

1044. *Urban Circulation and Market Analysis.*

A booklet describing 780 cities and towns in terms of families and retail sales, with statistics on First Three Markets Group circulation.

1045. *Individual Newspapers of Five Major Sunday Magazine Groups.*

A wall-chart-size First Three Markets Group tabulation of the retail and food store sales in metropolitan areas where five Sunday magazine groups are published, giving the ratio of sales to circulation for the five magazines.

1046. *Nielsen Analysis by First Three Markets Group.*

A single data sheet giving an analysis by Nielsen territories of First Three Markets Group coverage.

1047. *Ten Key Markets.*

A bar graph and tabulation by First Three Markets Group showing purchasing power, retail sales in various classifications, and coverage by leading newspapers in each market in relation to dollar volume of retail sales.

1048. *Five Major Sunday Magazine Groups.*

A data sheet prepared by First Three Markets Group giving retail and food store sales percentages in metropolitan areas and the Sunday magazine coverage in each.

1049. *Advertising Exposure.*

A thick volume containing the results of an Alfred Politz study of audiences, issues and advertising pages of *Life, Look, Reader's Digest* and *The Saturday Evening Post* to determine advertising exposure has been published by *Reader's Digest*. It is available free to advertisers and agencies; all others should send $5 for each copy requested to the *Digest* at 230 Park Ave., New York 17.

1050. *Characteristics of Reader's Digest Primary Households and Readers.*

A brochure published last fall and based on the 1959 Starch consumer magazine report gives detailed data on the *Reader's Digest* audience—numbers, composition, penetration and readership of other magazines.

1051. *Buying Power, Not Age, Determines Sales.*

This is a condensation of a *Sales Management* article written by Brown University's Dr. Sidney Goldstein under the same title. Included in the reprint is a tabulation of buying habits by age and income. It is offered by *Reader's Digest*.

1052. *Survey of Travel Agents.*

Another study by *Reader's Digest* reports the attitudes of travel agents across the nation regarding travel in general, airlines, steamship lines, railroads and bus lines. A special section of the brochure is devoted to responses from 100 travel agents who live and do business in the West.

1053. *Fortune's* 14th *Annual Car Survey*, 1960.

In the works at *Fortune* and expected for July delivery is this year's report on car ownership and preferences, with special emphasis on the acceptance of economy cars and the car rental market.

1054. *U. S. Camera Readership Survey*, 1960.

Readers of *U. S. Camera* report on the photographic equipment they own, their buying intentions, age, income group and special interests in this offering of the publication. It will be available in June.

1071. *Wage-Town U.S.A.*

This is an updated edition of a Macfadden Publications booklet which describes the different way of life of a major social segment of America. It covers the habits, motives and desires of this market and the ways to sell it.

1072. *Today's American Market.*

A booklet issued by Macfadden Publications presents significant data on today's America as a market, showing patterns of changes which have taken place and trends which are significant, such as population, wage, labor force, households, appliance ownership, etc. This is the current edition of these summaries which have been published periodically since 1944.

1073. *Use of Soup in Wage Earner Families.*

A report by Macfadden Publications shows the extent to which canned soups, packaged or dried soups and frozen soups are used by wage earner families, and the brand preferences are shown in each case. Use of soup in cooking and its use as an item in lunch boxes for husbands and children are included.

1074. *Use of Electric Shavers, Safety Razors and Depilatories by Wage Earner Wives.*

A report by Macfadden Publications covers the usage of safety razors, electric shavers and depilatories among wage earner wives. Brand names, length of time used and frequency of usage are reported. In addition, satisfaction or dissatisfaction with the type used is reported.

1075. *Use of Shortenings and Salad Dressings in Wage Earner Homes.*

This Macfadden Publications study reports on types of shortenings used, brands used, frequency of usage and purposes for which used in wage earner families. Also, among the same groups, types and brands of salad dressing used are reported on.

1076. *The Use of Dog and Cat Food in Wage Earner Homes.*

The ownership of cats and dogs in wage earner families is described in this report by Macfadden Publications. Also covered are the types of food given to either pet, frequency with which each type is given and brands of canned cat or dog food used.

1077. *Ownership of Watches*

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

Name .... Title ....

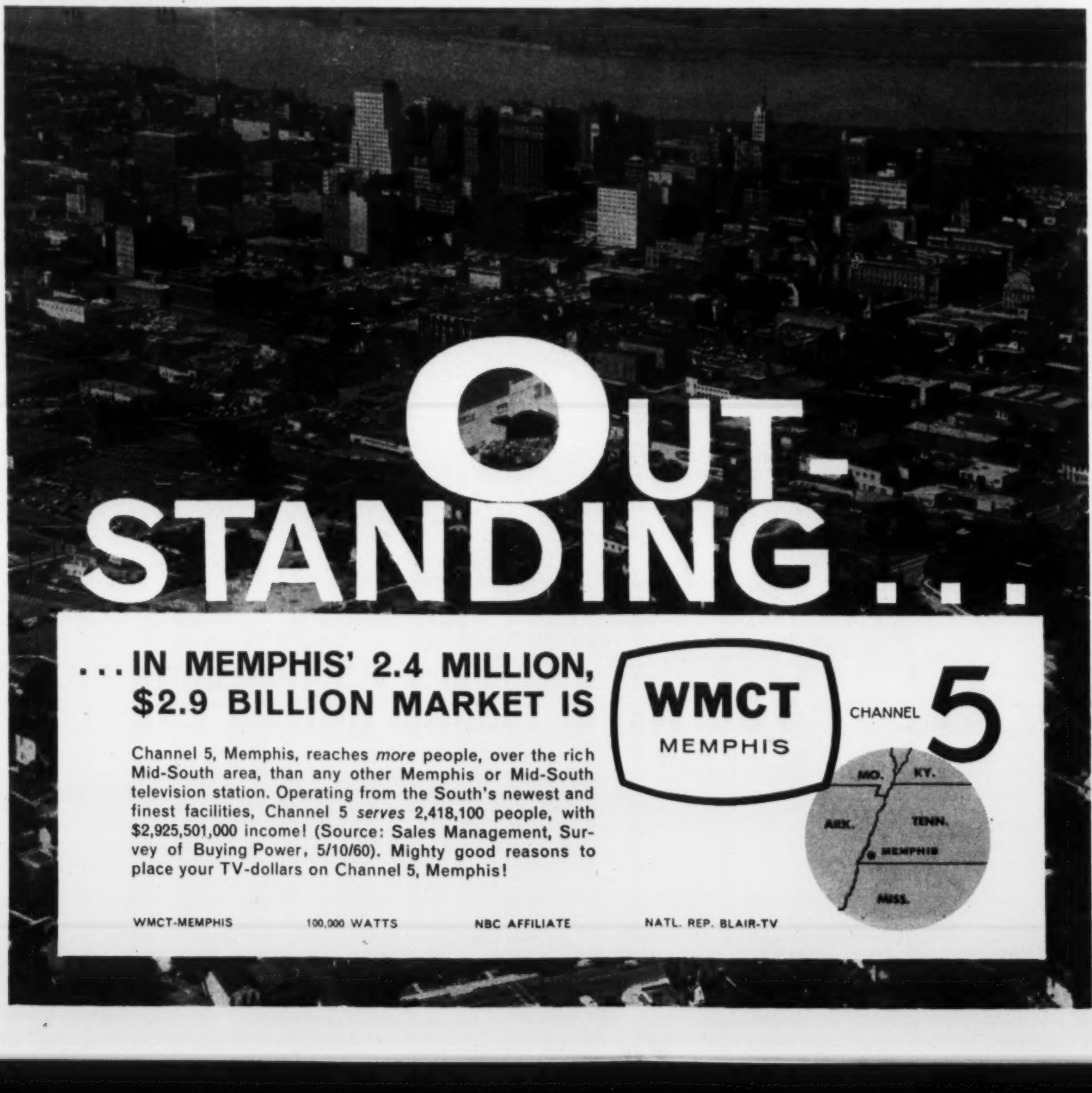
Company ....

Address ....

City & Zone .... State ....

This coupon will not be serviced after July 15, 1960

WESTERN HORSEMAN
Leader in the Western Equestrian Field
107,657—Dec. 31, 1959
ABC
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO



...IN MEMPHIS' 2.4 MILLION, $2.9 BILLION MARKET IS

WMCT
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CHANNEL 5

Channel 5, Memphis, reaches *more* people, over the rich Mid-South area, than any other Memphis or Mid-South television station. Operating from the South's newest and finest facilities, Channel 5 *serves* 2,418,100 people, with $2,925,501,000 income! (Source: Sales Management, Survey of Buying Power, 5/10/60). Mighty good reasons to place your TV-dollars on Channel 5, Memphis!

WMCT-MEMPHIS 100,000 WATTS NBC AFFILIATE NATL. REP. BLAIR-TV

Milwaukee Journal cited for excellence of news content in special fields

THE MILWAUKEE JOURNAL
Men's and Recreation Section
All the Kennel's a Stage
BARKER COLLEGE
Tricks of the Racers

Best men's and boys' apparel news coverage in 1959

The Milwaukee Journal was awarded the male clothing industry's top honor for news and picture coverage of men's and boys' apparel during 1959. The industry's first such award, the bronze "Lulu," sponsored by The American Institute of Men's and Boys' Wear and the National Association of Retail Clothiers and Furnishers, cited The Journal for "exceptional story interest and fine art work." Male apparel news is a regular feature in the Sunday Journal Men's and Recreation Section reaching the largest male audience in Wisconsin (over 500,000).

THE MILWAUKEE JOURNAL
Summer Vacation
Big Tourist Season Expected
MARK TWAIN

Best Travel Section and best series of travel stories

Paul McMahon, travel editor of The Milwaukee Journal, is the 1959 winner—and a repeat winner—of first prize and the "Mark Twain" awards by the Midwest Travel Writers Association. Best sections, best travel series, best single story—Paul has won 'em repeatedly, because he has been just about everywhere in the world, and knows how to make travel pages interesting and helpful. His travel coverage in The Sunday Journal attracts Wisconsin's biggest audience for travel advertisers.

The editorial excellence which brought these and many other awards also brings prize reader interest for Milwaukee Journal advertisers in 9 out of 10 homes in Greater Milwaukee.

THE MILWAUKEE JOURNAL
Member of
Million Market Newspapers, Inc.
529 Fifth Avenue, New York 17, N. Y., YUkon 6-3434
Chicago—Detroit—Los Angeles—San Francisco

Available Market Data—National

To secure copies of data listed, use the handy coupons

Among Wage Earner Wives.
A report by Macfadden Publications is a study of the watch market among wage earner wives, showing watch ownership, watches as gifts and watch purchases (including price and where purchased). Breakdowns are given by age, region and education.

1078. *Cigaret Smoking in Wage Earner Families*—1959.
The smoking habits of members of wage earner families are shown in this study reported on by Macfadden Publications. In addition, the report includes information on brand preferences, types of cigarets preferred, brand loyalty, quantity smoked, preference for crush-proof packages and purchasing patterns.

1079. *Use of Paper Napkins in Wage Earner Families.*
This is a report showing the extent of the use of paper napkins and the types and sizes bought. Also included are data on the brands purchased and the number purchased. The report is prepared by Macfadden Publications.

1080. *Desserts.*
This wage earner market study made by Macfadden Publications includes information on the frequency of use and brands purchased. The types of desserts reported on are tapioca, flavored and unflavored gelatin and cooked and instant puddings.

1081. *Use of Soft Drinks.*
This report by Macfadden Publications covers wage earner family use of canned and bottled soft drinks, brand preferences and amounts purchased.

WESH-TV
NBC
PREFERRED IN
ORLANDO-DAYTONA MARKET

1082. *Beer Usage.*
This study reports the beer drinking in wage earner families, their purchasing habits (including information about preferences for cans or bottles), and regional and national brands preferred. The report was released by Macfadden Publications.

1083. *Cold Cereal.*
This report by Macfadden Publications covers the use of cold cereal among adults and children in wage earner families. In addition, the report contains information on the seasonal use of cold cereal, brand preferences and packaging.

1084. *Use of Citrus Juices.*
Macfadden Publications, New York, covers use of all types of orange and grapefruit juices and lemonade by wage earner families. There is information about the use of California vs. Florida products. In addition, in the case of orange juice, the frequency of serving it to children and adults is shown.

1085. *Attitudes Toward Smaller Cars.*
This report by Macfadden Publications examines wage earner knowledge of small or compact cars, their awareness of which foreign or American cars are considered small cars and their feature-by-feature rating of standard and small cars. Attitudes toward American vs. foreign cars and toward the "Big Three" are also shown.

1086. *Children's Aspirin and Children's Thermometers.*
This study by Macfadden Publications shows the extent to which *True Story* readers with young children purchase children's aspirin and the brands they use. It also reports the extent to which they use fever thermometers designed for children.

1087. *Major Appliance Ownership.*
This study by Macfadden Publications shows ownership of major appliances in *True Story* homes and future buying plans. In addition, length of ownership of washing machines and brands of washing powder used are reported.

1088. 25th *Annual Nielsen Review of Retail Drug and Proprietary Store Trends.*
This brochure issued by A. C. Nielsen Co. covers sales trends of drug and proprietary stores through 1958 and the first half of 1959 by total U.S. and Nielsen territories, chains and independents; rate of turnover; prescription gains; economic impact of population and income; market characteristics; health and beauty aids sales and inventories in drug vs. food stores, etc.

1089. *The Battle of the Shelf.*
This is a reprint of an address by J. O. Peckham of A. C. Nielsen Co. which examines trends of older major advertised brands vs. others from aspects of distribution, out of stock, store advertising support, effect of consumer selling prices, effect of consumer price promotions, effect of shelf facings and display, retail store inventories, average sales per store and competitive position.

1096. *Deposit Breakdown of U. S. Banks.*
The American Banker has issued this booklet containing statistics and graphic illustrations showing the number of banks in the U.S. and how many of them are in the various size groups, such as $5,000,000 and over, $25,000,000 and over, etc.

1098. 1960 *TV Guide Food and Drug Guide.*
This is a 36x24" wall map listing *TV Guide's* circulation in food and drug stores both nationally and for each of 56 regional editions and giving retail sales figures for each region.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the large volume of market data. All of the usual features will be back in their regular places next week.

1099. 1960 *TV Guide Data Book.*
This is a series of loose-leaf pages giving circulation, circulation area maps and market statistics such as households, tv homes, total retail sales and sales broken down by food, appliances, automotive, gas stations and drug stores. It is issued by *TV Guide*.

1101. *Newspaper Color Data Book, Third Edition.*
This book covers the 236 largest U.S. metropolitan markets as to households, retail sales and food sales for these markets. It is issued by the *Washington Post.*

1102. *U.S. Television Ownership Estimates,* 1960.
This is an A. C. Nielsen Co. booklet listing, as of January, 1960, the number of total homes and television homes for each county of the U.S. (excluding Alaska and Hawaii).

1120. *Today's Customers for Home Air Conditioning.*
Out this month is a national study of families with air conditioning in their homes, covering their general characteristics, air conditioning purchases in the past 12 months, etc. It is offered by *U.S. News & World Report.*

1121. *Today's Customers for Hi-Fi and Stereo.*
A look at a national sample of hi-fi owning families and data on their recent purchases of hi-fi equipment is provided in this brand new study from *U.S. News & World Report.*

TvAR Brand Comparisons.
The following seven items are offered *only* to advertisers and agencies and consist of brand status comparisons made in Boston, Baltimore, Pittsburgh, Cleveland and San Francisco by Television Advertising Representatives. The products evaluated are:
1122. *Automobiles.*
1123. *Beer and Ale.*
1124. *Cigarets.*
1125. *Dentifrice.*
1126. *Detergents and Packaged Soaps.*
1127. *Gasoline.*
1128. *Hair Shampoo.*

1129. *Audience Dimensions.*
This is a study done by Television Advertising Representatives dealing with age of viewers during selected time periods in five markets—Boston, Baltimore, Pittsburgh, Cleveland and San Francisco.

1130. *The Impact of the Compact.*
2,500 car owners in five major markets were surveyed for this report measuring awareness of and interest in various small car models. It is offered by Television Advertising Representatives.

1131. *KEY Facts about Rotarian Subscribers.*
Rotarian subscribers are examined in a Market Facts Inc. report covering occupations, titles, purchasing influence, travel history and plans, personal income, buying and living habits, sports and hobbies.

1132. *Today's Owners and Buyers of Corporate Stock.*
U.S. News & World Report describes the characteristics of a national sample of American stock-owning families in an illustrated booklet reporting their stock-buying habits.

1133. *Today's Vacation Travelers by Plane, Train and Ship.*
The kind of people who go out and buy plane, train or steamship tickets for vacation travel are described in another *U.S. News & World Report* booklet.

1134. *Today's Business Travelers by Plane, Train and Ship.*
Basic characteristics, frequency of travel and travel expenditures are covered, among other things, in this *U.S. News & World Report* study of business travelers during the past 12 months.

1135. *Today's Customers for Car Rentals.*
Families who rented a car during the past 12 months for vacation, business or pleasure are described in another *U.S. News & World Report* brochure.

1136. *The Sky's the Limit.*
Resembling the tidy ticket envelope issued by airlines, this *U.S. News & World Report* offering is an analysis of market surveys conducted on the air travel market, showing the importance of income in relation to air travel.

1137. *Cue Subscriber Study.*
A comprehensive study of the *Cue* reader, including age, income, living habits, entertainment preferences, reading habits, equipment ownership, travel plans, and home ownership, is available from the magazine.

REPEAT ROSTER
Clients that repeat,
repeat, and repeat
must have a good reason.
At Rapid Art
we work hard, to give
each client every
good reason to repeat with us.
The next time you are
planning a visual
presentation, sales
promotion piece
or exhibit call us and let
our representative
tell you about Rapid Art
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advertisers
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to offer you in
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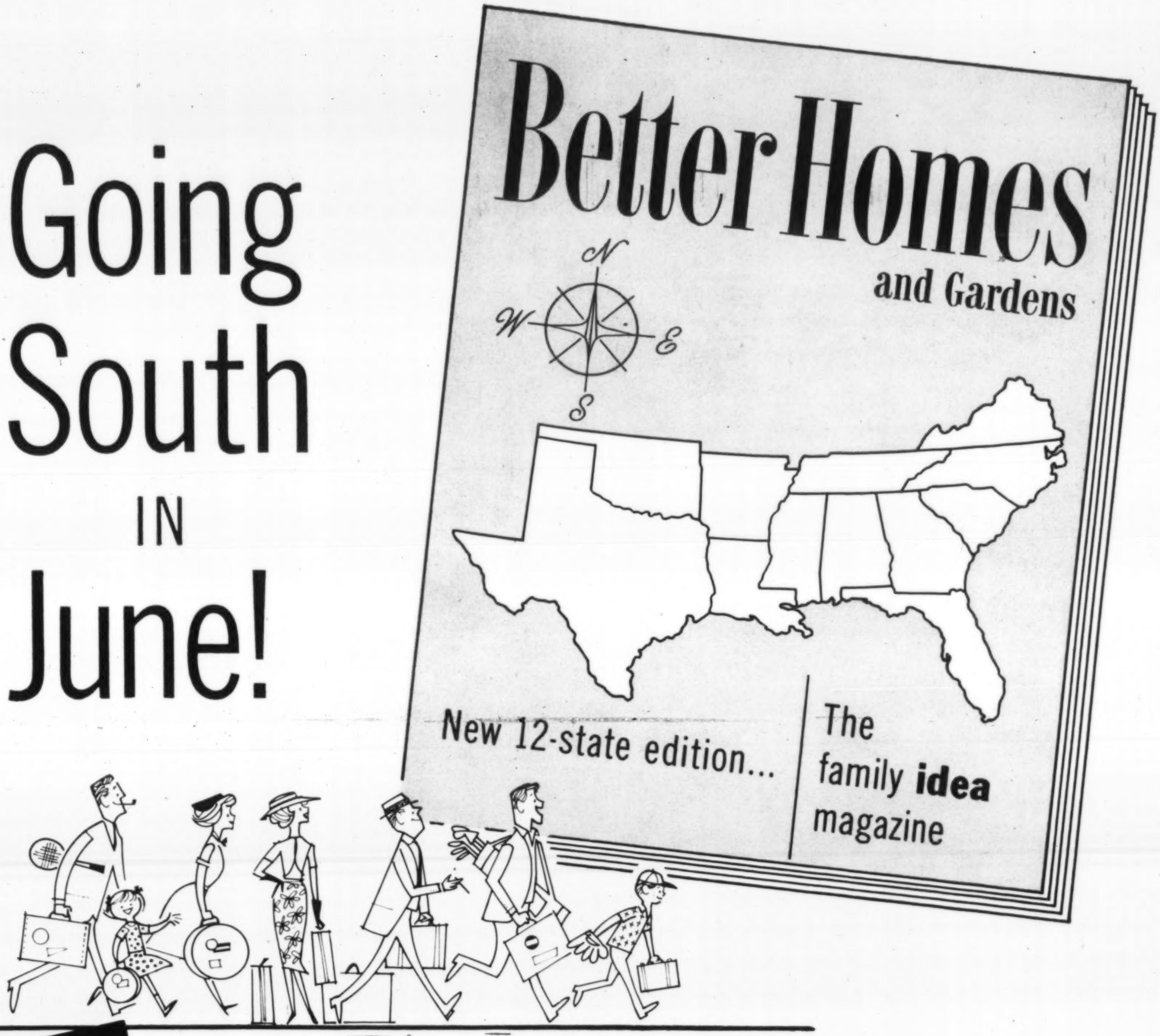
Going South IN June!



Better Homes and Gardens

new Southern Edition

Rate Base 750,000–Average Delivery 800,000

Starting with the June, 1960 issue, Better Homes and Gardens will offer a 12-state Southern Edition—the national edition plus a regional advertising and editorial section for Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North and South Carolina, Oklahoma, Tennessee, Texas and Virginia. Here is a powerful sales tool for advertisers who want the editorial impact and impressiveness of a great national magazine for *regional use.*

Per capita income increases in the South have outstripped the U.S. average in the last 10 years. And population growth in metropolitan areas and surrounding suburbs has been more than double that of the country as a whole.

Rates for the new Southern Edition are attractive. And BH&G's famous idea power is built into every page—the power that can *turn ideas into sales!* For information, call your Better Homes and Gardens representative.

Another publishing advance from MEREDITH OF DES MOINES...

America's biggest publisher of ideas for today's living and tomorrow's plans

People looking for ideas the

Better Homes and Gardens..

NOW 5,000,000 COPIES MONTHLY

look to family IDEA magazine

Better Homes and Gardens
The family IDEA magazine

The kind of ideas that blossom into sales—that's the kind BH&G cultivates!

In the pages of Better Homes and Gardens you'll see many kinds of pictures. Gardening, food, decorating, building, travel. You'll see *more pictures* in proportion to text than even the "picture magazines" offer! But behind *every* one is a single editorial question and answer: "*Do you want to live better? Here's how!*"

Every month now, nearly sixteen million men and women put themselves into the picture in Better Homes and Gardens. They're after ideas they can do something about in their everyday living. During the year, a third of America—the top-spending, family-centered third—looks to the family idea magazine for ideas they can turn into *action*. That's why BH&G is such a remarkably productive place to plant your *advertising* ideas! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

. . where America shops for ideas that make sales

For Mid-America Advertisers . . .

BUY This Day

The COLORful family magazine
of The Lutheran Church
-Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois
Indiana
Iowa
Michigan
Minnesota
Missouri
Ohio
Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day

Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

Available Market Data—National

To secure copies of data listed, use the handy coupons

1138. *The United States Market for Gin.*

Published this month is a study of the U.S. gin market since the war, including sales by states and tables for imported and domestic varieties. It is offered by *Newsweek.*

1139. *How Liquor Advertisers Spent Their Magazine Advertising Dollars in* 1959.

Clark Gavin Associates provided the data for an analysis of 1959 magazine advertising expenditures and space taken for distilled spirits, wines and beers. The report, including ad pages and revenue as listed in P.I.B. magazines, is offered by *Newsweek.*

1140. *The Market for Imported Distilled Spirits,* 1959 *vs.* 1958.

This is an analysis of total imports and apparent consumption of imported distilled spirits in the United States, including breakdowns by states, prepared by Clark Gavin Associates for *Newsweek.*

1141. *Newsweek Survey of Capital Appropriations.*

Issued quarterly this year, this is a series of National Industrial Conference Board reports analyzing capital appropriations for new plant construction, plant modernization, new equipment and other capital goods of the 1,000 largest manufacturing companies in the U. S. The study is sponsored and published by *Newsweek.*

1142. *Newsweek's Continuing Study of Consumer Buying Plans.*

Also being published in four instalments this year is this National Industrial Conference Board study of 5,000 households regarding buying plans for houses, automobiles, apparel, household furnishings, appliances, floor coverings, home improvements, and vacation plans. *Newsweek* offers it.

1143. *Airline Opinion Study.*

An analysis of the attitudes of top business and financial executives toward a group of national airlines is given in this survey report available from *Newsweek.*

1144. *Special Vacation-Travel Report.*

This is a detailed tabulation from *Newsweek's* consumer buying plans study, covering 1960 foreign travel plans and based on some 60,000 interviews. Data on destination, means of transportation, and characteristics of household heads planning vacation travel outside the U.S. are given.

1145. *Magazine Readership Within Households with Plans to Buy New Automobiles Within Six Months.*

Newsweek reports on magazines in U.S. households which intend to acquire new automobiles in this report of a Sindlinger & Co. survey published last January.

1146. *Newsweek Report on the* 1960 *Automobile Market.*

Newsweek study reports on 5,000 telephone interviews covering opinions and attitudes on 1960 vs. 1959 cars, new American compact cars, and automobile buying plans.

1147. 25-*State Folder.*

Twenty-five statewide studies of building planning activity by architects and architectural-engineering firms are included in this folder, with information on the extent to which *Architectural Record* covered this activity.

1148. *Entertainment, Desserts & Snacks, Outdoor Cooking and Outdoor Living.*

A survey among *Better Homes & Gardens* families showing the percentage who entertained guests during a one-week period and what they served and where is reported in this brochure from the Des Moines publisher.

1149. *Boats and Outboard Motors.*

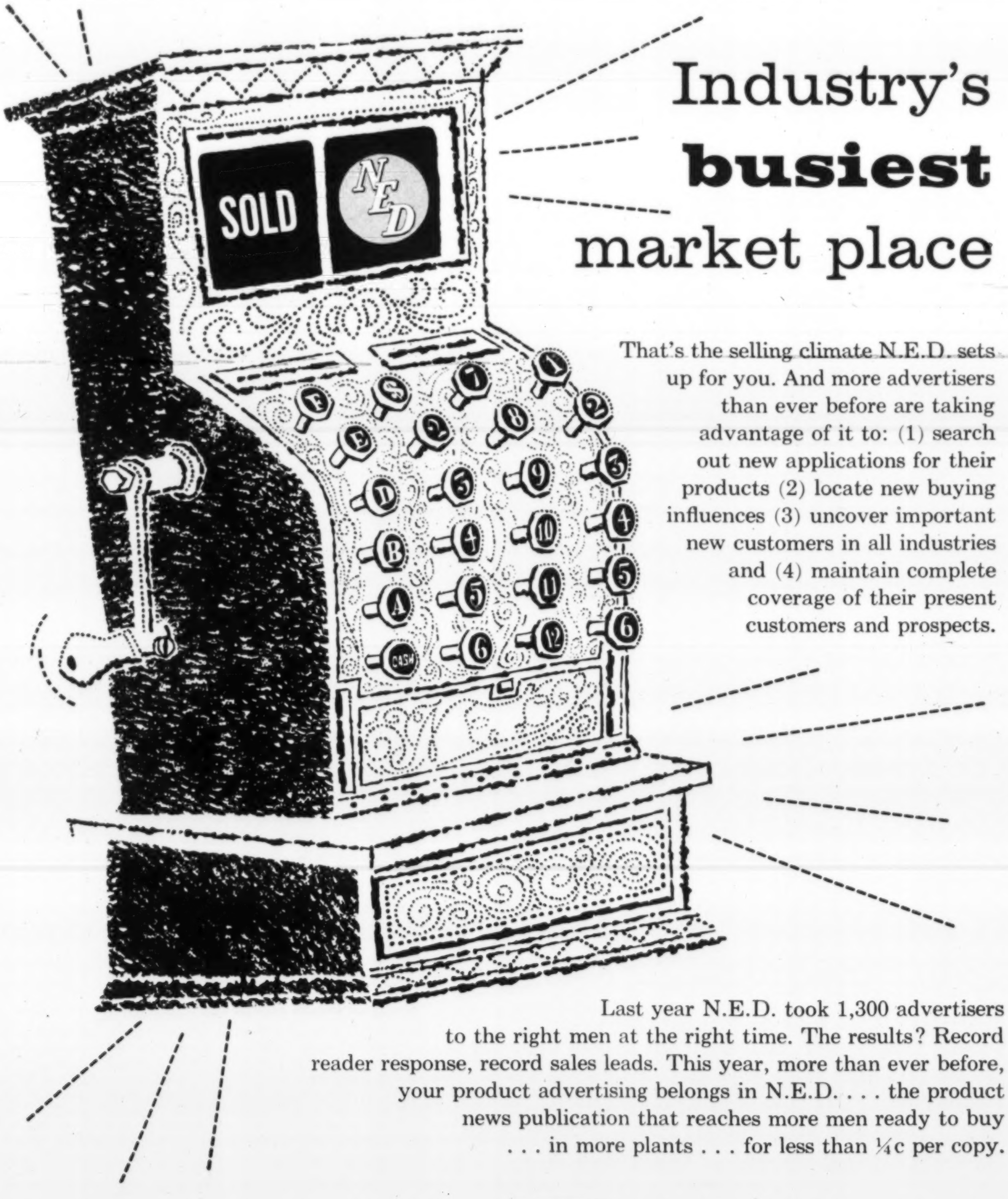
Ownership of boats and outboard motors among *Better Homes & Gardens* readers is indicated by this report. Type of boat owned, size of boat and motor and make are included.

1150. *Better Homes & Gardens Newsstand Study, No.* 20.

Newsstand buyers of *Better Homes & Gardens* were analyzed via questionnaires to provide the data for this study showing where the magazine was purchased, where the buyer lived, his age, frequency of newsstand purchases, etc.

1151. *Milk and Milk Containers.*

Source of fresh milk supply,



Industry's **busiest** market place

That's the selling climate N.E.D. sets up for you. And more advertisers than ever before are taking advantage of it to: (1) search out new applications for their products (2) locate new buying influences (3) uncover important new customers in all industries and (4) maintain complete coverage of their present customers and prospects.

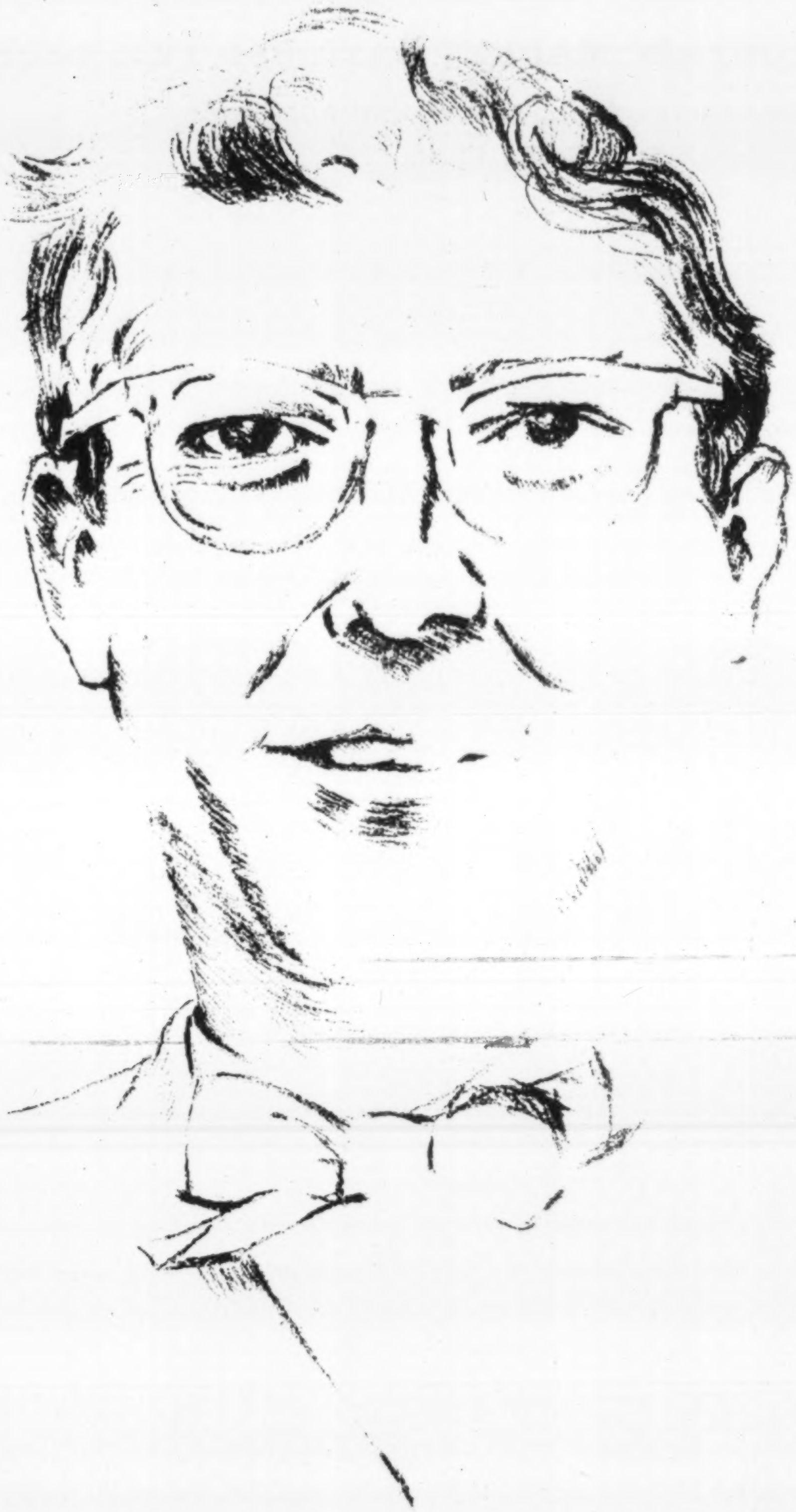
Last year N.E.D. took 1,300 advertisers to the right men at the right time. The results? Record reader response, record sales leads. This year, more than ever before, your product advertising belongs in N.E.D. . . . the product news publication that reaches more men ready to buy . . . in more plants . . . for less than ¼c per copy.

A PENTON PUBLICATION • Penton Bldg. • Cleveland 13, Ohio

***Now over 85,000 copies**
(total distribution)
in over 46,000 industrial plants*

NEW EQUIPMENT DIGEST

BPA



IMPARTIAL
COURAGEOUS
INDIGENOUS

this is

Marty O'Connor

This is Marty O'Connor...labor writer extraordinary...whose honesty and courage in reporting "on the spot" news and careful analysis of complex labor laws have placed him in a position of both respect and authority.

Born and reared in Chicago, O'Connor knows the labor scene as only a native son can know it. Having started his long career at the American as a copy boy at the age of 18, O'Connor has, in the ensuing years... "covered every major issue except a war and the U.N." He has emerged from the fire of strikes, violence, and reforms with a down-to-earth philosophy and a fine glint of Irish humor.

No fence rider, O'Connor is known for taking a firm stand in controversial matters with no holds barred. His words hold the ring of authority because if it's a Chicago matter "Marty's been there"...from picket line to forum on his "midnight to midnight" job.

Time for himself isn't important to Marty O'Connor (he once worked 23 straight days without a break), compared to time for the job that affects us all...helping to create better understanding between labor and management.

CHICAGO'S AMERICAN

Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE INC.

Available Market Data—National

To secure copies of data listed, use the handy coupons

type of milk containers usually purchased and trade names of preferred paper milk cartons are covered in a survey report available from *Better Homes & Gardens*.

1152. *Real Estate, Insurance and Investments.*
Published in January, this survey report covers types of insurance carried, amount carried by family members, ownership of stocks and bonds, savings and checking accounts, credit union deposits, ownership of property and types of property owned by *Better Homes & Gardens* readers.

1153. *Automobiles and Automotive Supplies.*
This *Better Homes & Gardens* report shows car, truck and station wagon ownership, including model and year purchased, as well as place of purchase of gasoline, spark plugs, tires, batteries, and oil filters, and use of gasoline credit cards.

1154. *Laundry Supplies.*
Use of laundry bleaches, bluing, fabric softeners, detergents and water softening compounds is the subject of a survey report available from *Better Homes & Gardens.*

1155. *Bought for Christmas,* 1959.
Here is a survey report from *Better Homes & Gardens* families showing the percentage who purchased appliances, cooking utensils, furniture, radios, tv sets or record players, power tools, lawn and garden equipment for their homes for Christmas, 1959.

1156. *Company Expenditures, Organization and Administration of Employe Recreation Programs.*
While detailed statistics on last year's office Christmas party are not given in this report from *Employee Recreation,* many other figures on the size and extent of company recreation programs, broken down by number of employes, are provided, from bowling teams to travel clubs.

1157. *As Men See It.*
Combining data from the Starch Consumer Magazine Report and Ad-Norms, this booklet offered by Metropolitan Sunday Newspapers Inc. explains how men read seven types of magazines.

1158. *Magazine Comparisons.*
This is a *Parents' Magazine* report showing the number of families, married women, mothers and children in selected age groups in the audiences of 18 magazines.

1159. *Characteristics of Reading Audiences of Newsweek, Time, and U.S. News & World Report.*
A study conducted by Sindlinger & Co. for *Newsweek* over a 12-month period reports audience characteristics (occupations, incomes, ages) for its own readers and those of *Time* and *U.S. News & World Report.*

1160. *Children's Shoe Survey.*
This report contains information on the purchasing of children's shoes by *Parents' Magazine* families, including the number of pairs purchased by months in the past year, reasons for preferring various styles and soles, and suggestions for improving children's shoes.

1161. *Report on Paints.*
Out this month is a report from *Good Housekeeping* based on a survey of its consumer panel on wall, woodwork and outside painting, and care of painted surfaces.

1162. *Reach, McClinton Guarantee Survey.*
Good Housekeeping offers this reprint of a survey by Reach, McClinton & Co. on women's attitudes toward guarantees given by manufacturers, including "laboratory-tested," "unconditionally guaranteed," "money refunded if not completely satisfied," "Good Housekeeping Guaranty Seal," and "Double your money back."

1163. 1959 *Profile of the Argosy Reader.*
Who the "*Argosy* Man" is, where he lives, how he earns his living, what his family is like, what his interests are, what he buys and where he travels are reported in a reader study offered by the publication.

1164. *Sports Afield Boating Sur-*

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

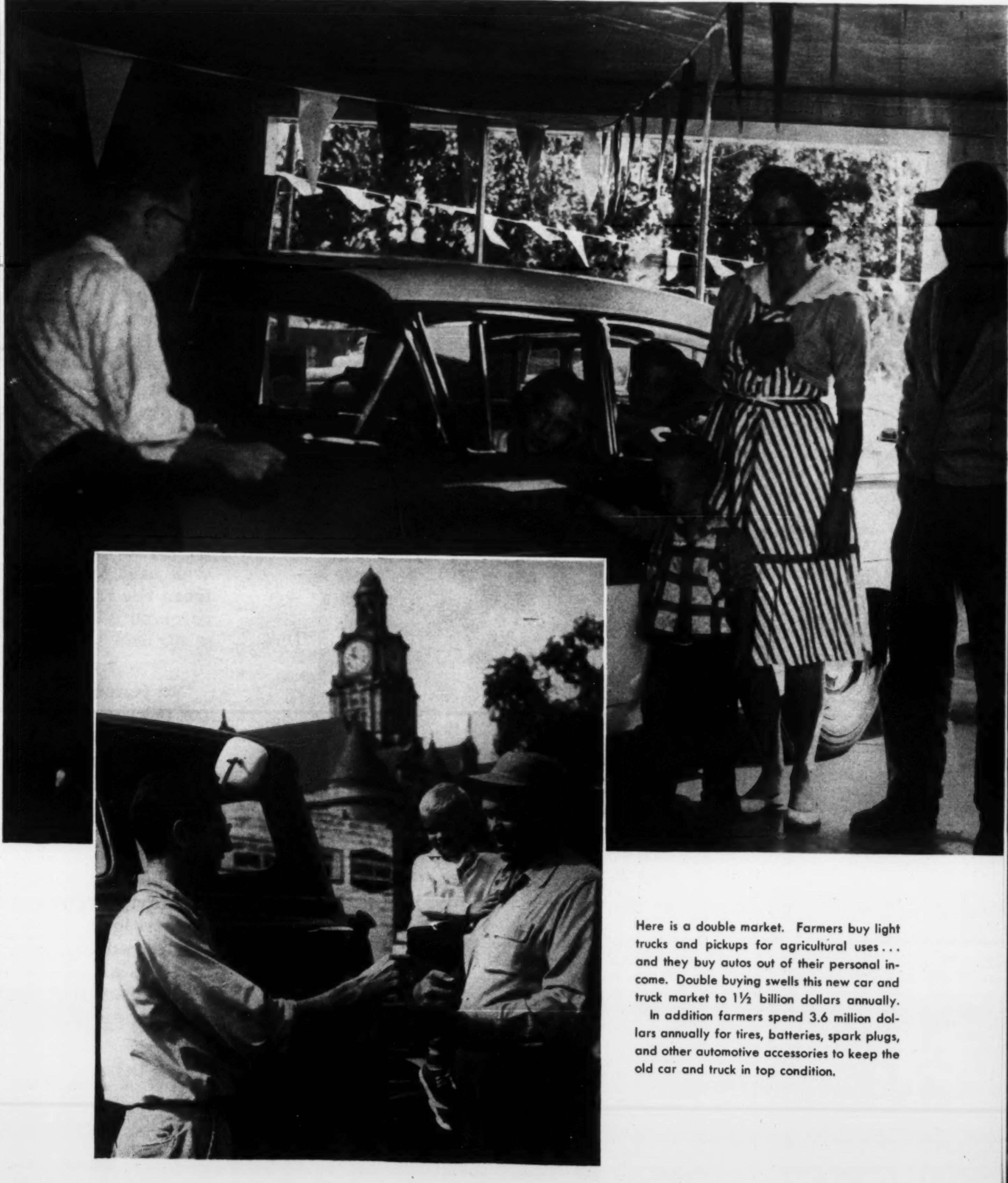
Name ....Title ....

Company ....

Address ....

City & Zone...State ....

This coupon will not be serviced after July 15, 1960



Here is a double market. Farmers buy light trucks and pickups for agricultural uses . . . and they buy autos out of their personal income. Double buying swells this new car and truck market to 1½ billion dollars annually.

In addition farmers spend 3.6 million dollars annually for tires, batteries, spark plugs, and other automotive accessories to keep the old car and truck in top condition.

vey.

Questioned on their boat and outboard motor ownership, buying habits, use of paints and varnishes, accessories, electric starters, spark plugs, outboard oil, gasoline and boat trailers, readers of *Sports Afield* provided the data for this survey report.

1165. *Today's Customers for the New Domestic Economy Car.*

Offered by *U. S. News & World Report* is a study of buyers of Rambler Americans and Studebaker Larks to determine their characteristics.

1166. *The U.S. Market for Scotch Whisky.*

Clark Gavin Associates provided the data for a report on Scotch whisky imports from 1934 to 1958 and sales by states for 1950 to 1958, available from *Newsweek.*

1167. *A Buying Influence Study of Nation's Business Subscribers.*

Five thousand *Nation's Business* subscribers were surveyed regarding their influence on decisions to purchase business equipment, including business machines, office furniture and motor trucks.

1168. *Water Cooler Market Survey of Subscribers to Nation's Business.*

Buying influences and brand preferences for water cooler purchases are the subject of this *Nation's Business* report on its subscribers.

1169. *A Sound Approach to the Railroad Market.*

Data on 50 railroad systems, covering their trackage and equipment, net operating income, purchases, expenses and investment in machinery and tools, is supplied in a booklet published by *The Pocket List of Railroad Officials.* Current trends within the market are also noted.

1170. *Laundry Equipment Survey.*

Information on the laundering habits and equipment of *Parents' Magazine* families with children, including types of laundry equipment now owned and what owners will buy next, is given in this brochure from the magazine.

1171. *Families with Children.*

Another offering of *Parents' Magazine,* this booklet covers population, families and children, births and marriages, expenditures for 14 major product classifications, and magazine audience characteristics.

1172. *Audience Characteristics.*

Special tabulations of the percentage of mother readers, father readers and children in selected age groups for 23 national magazines are included in a brochure available from *Parents' Magazine.*

Nation's Business Buying Plans Surveys.

The following four items, offered by *Nation's Business,* are survey reports on respondents' plans to buy office equipment and equipment pertinent to their businesses, including vehicles, maintenance items, insurance and new construction:

Available Market Data—National

To secure copies of data listed, use the handy coupons

1173. *Buying Plans of Construction Equipment Distributors.*

1174. *Buying Plans of Leading Railroad Companies.*

1175. *Buying Plans of Leading Independent Telephone Companies.*

1176. *Buying Plans of Dairy Executives.*

The Corporate Personality.

The following three items, also offered by *Nation's Business,* are current reports in a continuing series of pilot studies undertaken by the magazine to determine the public relations quotient (among executives) of leading companies in a given field. Industries covered are:

1177. *Electric Utility Industry.*

1178. *Railroad Industry.*

1179. *Petroleum Industry.*

1180. *What Teachers Tell Us About Their Own Market.*

Published last month is this survey report offered by *The Instructor,* covering use by teachers of free materials furnished by industry, the kinds of industry-prepared materials preferred, the extent of parent-teacher cooperation in school purchases and other facts supplied by elementary school teachers.

1181. *The Great School-Teacher Market.*

Statistics on the size of the school market, including survey results on school purchasing, are given in a brochure offered by *The Instructor.* Merchandising, product testing and sales services supplied by the publisher are also described.

1182. *American Home Reader-Consumer Panel Report No. 60.*

Air conditioning, cake mixes, home canning, freezing and preserving, flatware and silver polish, dining out, gift wrappings, household glues, refrigerator-freezer preferences and weight reduction attitudes are the topics covered by a reader survey available from *American Home.*

1183. *American Home Reader-Consumer Panel Report No. 62.*

American Home families gave their opinions and preferences regarding awnings, fencing, fireplaces, home modernization, painting and refinishing, venetian blinds, window coverings, and wood and wood finishes for this survey report offered by the publisher.

1184. *American Home Reader-Consumer Panel Report No. 63.*

In this survey, *American Home* families reported on copper cooking utensils and cleaners, electric dishwashers, furniture, doilies and place mats, paper shelving, pets, hot pepper sauce and milk.

1185. *American Home Reader-Consumer Panel Report No. 64.*

Published just this month is another *American Home* survey report, this one covering heating and cooling systems, painting and paint sprayers, electric hand mixers, oriental dishes, hot and ready-to-eat cereals, and outdoor eating.

1186. *Survey of Shooting and Handloading Activities Among Outdoor Life Readers.*

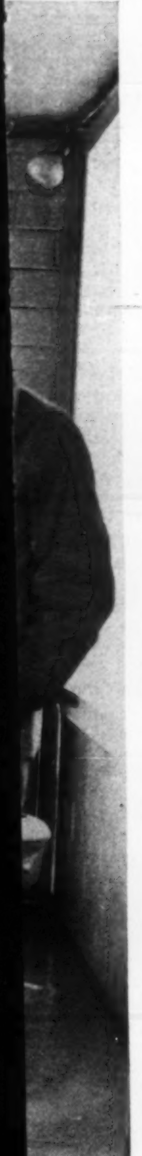
A 24-page report available from *Outdoor Life* describes the gun handling done by its reader-respondents as well as their purchasing habits and brand preferences.

1187. *Boat Trailer and Tire Survey Among Readers of Outdoor Life.*

A study of boat trailer ownership and use, including trailer tire purchasing habits and sizes, is offered by *Outdoor Life.*

1188. *Suburbia Today.*

A fact folder published by *Sub-*



Put your advertising on a first-name basis with 4 million farmers . . .

Farm families are both a personal market . . . and an industrial market

You get fast sales action when you advertise in State and Local Farm Papers. Farmers know and trust their own state paper because they like to read about local people, local farming practices, and local news. Your ads will be read and believed by farmers who spend over 1½ billion dollars annually for autos and trucks.

Over one hundred fifty editors create this friendly atmosphere by traveling over a million miles a year to make thousands of local calls. This gives State and Local Farm Papers the warmth, color, and local interest to keep your farm customers reading . . . surrounds your sales message with believability. Readership runs as high as 94% on editorial matter . . . 89% on ads.

Your dealers like State and Local Farm Papers, too. They know farmers trust and prefer their state paper above all others. Check into these and many other advantages you get when you put State and Local Farm Papers on your media list.

Find out more about the rich farm market for autos and trucks . . . Explore the great potential it offers. Write for booklet—"Farmland USA." State and Local Farm Papers, Rm. 1600, 28 East Jackson Boulevard, Chicago, Illinois.

FIRST WITH FARM FAMILIES
STATE and LOCAL FARM PAPERS

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Arizona Farmer Ranchman
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Montana Farmer-Stockman
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From Creative Art to Finished Product Since 1918

Available Market Data—National

To secure copies of data listed, use the handy coupons

urbia Today includes a map showing metropolitan and suburban distributing areas of the publication as well as total circulation and data on the market it serves.

1190. *Top Ten Brands Across the Nation.*

A combined consumer inventory for 1960, based on 1959 buying patterns in ten major markets, is given in a brochure published by Dan E. Clark II & Associates. Eighty products are covered and population for the ten markets is given.

1191. *Spanish-Speaking Population in the U. S.*

This is a population study describing characteristics of America's Spanish-speaking residents with a state-by-state breakdown of Puerto Rican and Mexican or other Latin American populations. It is offered by *Temas*, New York Spanish-language publication.

1192. *Desserts.*

Results of a survey conducted among 2,500 members of the *Good Housekeeping* consumer panel on foods and beverages served for desserts will be available in June. Fruits, gelatin concoctions, puddings, ice cream, sherbet, home baked goods, dietetic desserts and other sweets will be covered.

1194. *Nelson Study on Readership.*

Slated for June publication is this study by Carl J. Nelson on newspaper reading habits in Boston, Cincinnati, Chicago and Pittsburgh. It includes page-by-page traffic and readership of editorial features, with reader groups broken down by age groups, education, marital status, etc. Metropolitan Sunday Newspapers Inc. offers it.

1195. *Characteristics of Newsweek's Subscriber Families.*

Family composition, income, home ownership, age, education, occupations and general business responsibilities of family heads will be recorded in this *Newsweek* subscriber analysis to be published in May.

1196. *Protestant Church Market.*

A brochure issued by *Christianity Today* includes National Council of Churches and U. S. Commerce Department data on size and general character of the Protestant religious market and its purchasing power.

1221. *Spot Your Customers.*

Aimed at showing the flexibility of spot radio advertising for seasonal automotive advertising, this booklet issued by CBS Radio Spot Sales gives pertinent data on population, families, radio families, automotive sales, gasoline service station sales, passenger car registration and total vehicle registration and passenger cars with radio, with per cent comparisons for the 12 station markets represented by CBS Radio Spot Sales: New York, Chicago, Los Angeles, Philadelphia, Minneapolis-St. Paul, Boston, St. Louis, San Francisco, Charlotte, N.C., Washington, Salt Lake City, and Portland, Ore.

1222. *The Sportsmen's Market.*

This booklet touches upon what sportsmen in the U. S. spend on fishing and hunting and stresses the importance of the sportsmen's magazines. It is issued by *Sports Afield*.

1223. *Photography Interests of Popular Mechanics Readers.*

This is a study of the photography interests and camera equipment ownership of readers of *Popular Mechanics*.

1224. *Popular Mechanics' Eighth Automotive Study.*

This brochure shows brand preferences for automobiles and automotive products of readers of *Popular Mechanics*.

1225. *Christmas Gift Survey.*

This is a study, by *Seventeen*, of the Christmas gifts teen-age girls buy (and for whom), the gifts they receive as well as the gifts they buy for themselves with Christmas gift money.

1226. *Frozen Food Survey.*

Seventeen has released this study of teen-age girls' (and their families') use and buying habits of frozen foods. The types the girls buy and how they are used as party food are detailed in this report.

1227. *Lingerie and Foundation Garment Survey.*

This is a detailed report showing the lingerie and foundation garment wardrobe of teen-age girls. This report details ownership and purchasing habits by the various fabrics and fibers with which the items are manufactured. It is put out by *Seventeen*.

1228. *Bridal Market Study.*

Seventeen presents a breakdown of Department of Health, Education & Welfare figures on the bridal market. The data presented covers age at first marriage and breakdown by age of brides.

1229. *Hosiery Survey.*

The teen-age girl market for hosiery and socks is covered by *Seventeen* in this study. It shows ownership, purchasing habits in

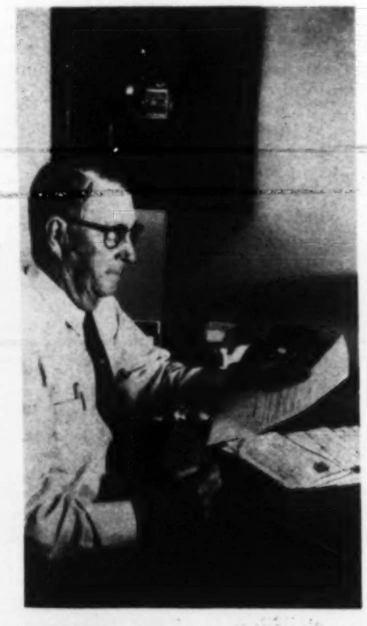
The Farmer-Stockman's penetrating coverage gets greatest Sales-Results in

Texhoma-Land*

*** RURAL TEXAS AND OKLAHOMA**

Oklahoma
Texas

For example: Mr. George F. McKay, President of the Edge-Rite Corp. of Brownwood, Texas says:



"I know when our advertising gets results"

"Ours is a manufacturing business. ALL orders we get for Edge-Rite Power Sprayers must come as a result of our advertising."

"Although the Farmer-Stockman has always been a good producer for us, our returns have increased materially since its page size was enlarged. In fact, the Farmer-Stockman produces more business for us per dollar invested than any other general farm magazine we use."

"Our experience makes us believe that a magazine locally edited—like the Farmer-Stockman—is much more effective than a magazine containing broad editorial treatment . . . and circulating in a large area."

★ ★ ★

SALES-RESULTS LIKE THIS explain why more and more advertisers are using the Farmer-Stockman to SELL in this rich market! It gives them the most effective, lowest-cost coverage in Texhoma-Land!* For space reservations—or additional data, write, wire or phone your nearest Farmer-Stockman office now!

The product manufactured and advertised by the Edge-Rite Corporation is a power sprayer unit that sells for $79.95. The Edge-Rite is recommended for more than 20 types of spraying jobs around the ranch or farm.

The Farmer-Stockman
TEXAS
April 1960

For years—
Edited IN Texas FOR Texans!

The Farmer-Stockman
OKLAHOMA
April 1960

For years—
Edited IN Oklahoma
FOR Oklahomans!

* Rural Texas and Oklahoma

436,476 total paid subscribers

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

Director of Advertising, J. H. Hunter

SALES OFFICES:

CHICAGO 11, SUperior 7-6145
400 N. Michigan Avenue
Lee Hainline, Mgr.

NEW YORK 17, MUrray Hill 4-3340
420 Lexington Avenue
Joe Paulsen, Mgr.

OKLAHOMA CITY 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

DALLAS 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

STATE and LOCAL FARM PAPERS

April came in like March

	AVERAGE AUDIENCE RATINGS*
ABC-TV	**19.4**
NET Y	19.0
NET Z	18.2

Or if you're a night man: ABC came in 1st three nights of the week, 2nd four nights of the week, 3rd *no* nights of the week. *Source: Nielsen First April 24-Market TV Report, week ending March 27, all seven nights, 8-10:30 PM, NYT.

ABC TELEVISION

Available Market Data—National

To secure copies of data listed, use the handy coupons

the past 12 months for different types of hosiery and socks.

1230. *Footwear Survey.*

This is a study of the teen-age girls shoe wardrobe (ownership and purchasing habits in past 12 months). It is issued by *Seventeen.*

1231. *The High School Story.*

The high school girl's buying habits, including the fashion articles she buys for back-to-school and the magazines she reads and uses to help her select her school apparel needs, are reported on in this brochure issued by *Seventeen.*

1232. *The College Freshman.*

Seventeen issues this report on the buying habits of the female college freshman, what she buys for her back-to-college needs and the magazines she uses to help her select her wardrobe.

1233. *Resort Dollars Spent on Food.*

Resort Management presents facts on the number and size of the resorts, amount charged for food, per cent spent on food and amount of money spent on food. It also stresses the importance of good food as a means of attracting guests back to a resort, year after year.

1234. *Golf Digest Magazine Subscriber Survey.*

Golf Digest presents a statistical breakdown of subscribers' income level and family buying habits in this brochure. Included are data on patterns of use of liquor, smoking equipment, vacation areas, means of transportation, sporting goods and leisure-time clothing.

1236. *A Survey About Sewing and Needlework.*

A survey was taken among 744 *Ladies' Home Journal* subscribers to learn how many make clothes for themselves or members of their families, as well as knit, crochet, embroider or do other types of needlework.

1237. *Women's Opinions About Warranty Cards.*

This is a survey among 94 *Ladies' Home Journal* subscribers in four cities to learn women's awareness of and opinions about warranty cards which accompany purchases of new appliances.

1238. *Air Travel Survey.*

Ladies' Home Journal is releasing this survey made among 804 women who live in the suburbs of New York, Chicago, Los Angeles, and San Francisco to learn how many travel in commercial planes and their awareness of the new jet airliners.

1239. *Wife or Husband? Selling Target for White Goods Sales.*

This is a survey among the 340 winners of the 1959 NARDA "Creative Retail Salesman of the Year" contest to learn the relative importance of men and women in selling five specific white goods items (refrigerator, washer, dryer, dishwasher, food freezer). It is issued by *Ladies' Home Journal.*

1240. *Prevention Readers' Habits, Reading Habits, Buying Patterns.*

This eight-page brochure gives data on subscribers to *Prevention,* including income and outlining the market for vitamins and food supplements.

1241. 10 *Leading Distilled Spirits Types in* 50 *Markets,* 1959.

This is a study of case sales of 10 leading distilled spirits types in 50 metropolitan areas. Sales are shown for each of the areas plus percentage share of total national sales. The study underscores the fact that sales of liquor are concentrated in urban areas, especially sales of "prestige" products, such as scotch and Canadian whisky. The study is released by *Time.*

1243. *Arena, Auditorium & Stadium Guide.*

This is a manual and guide of facilities of auditoriums, arena, coliseums, stadiums, fieldhouses etc. together with the names of the managers etc., plus lists of expositions, exposition producers, show producers, show promoters, shows and attractions that play in arenas, stadiums etc. It is issued by Billboard Publishing Co.

1244. *Facts About the Market for Men's Shoes.*

This booklet provides trend information of the $1.8 billion men's shoe industry. Included in it are data on personal consumption expenditures, sales by month, production per capita consumption and dress shoes sales by price range. In addition, there is a listing of all the men's shoe advertisers and the magazines on their schedule. It is issued by Esquire Inc., New York.

1245. *Characteristics of Saturday Review Subscribers and Reader Market.*

This is a new study in depth of *Saturday Review's* subscriber characteristics and the class market the magazine's readers represent. This basic study will also be supplemented by a series of brief statistical reports on the magazine's market for travel, liquor, records and hi-fidelity equipment, typewriters, books, automobiles, insurance and a number of other products and services.

1246. *Media Habits of Important People.*

This is a report on a study conducted among important people (i.e. public officials, educators, labor leaders, religious leaders, business men, communicators and those active in civic and community organizations) in 15 major U.S. cities, to determine to what extent they read and rely on magazines, newspapers and television. The report is put out by Harper-Atlantic Sales Inc.

1247. *The Accelerated Automotive Market.*

This is a study of the *Sports Car Illustrated* market, including data on buying power, car ownership, purchasing plants, expenditures, comparison of automotive activity of multi-car vs. single-car owning households and domestic-car vs. imported-car activity.

1990. *For Every Dollar Spent for Pet Foods . . .*

A single data sheet offered by *Petfood Industry* graphically compares consumers' expenditures for such products as canned soup, baby food, phonograph records and cereals with what they spend on pet foods.

1991. *Bird Seed Sales.*

Petfood Industry estimates that 9,000,000 families own no fewer than 15,000,000 parakeets and 6,000,000 canaries, all of which eat bird seed. These and other facts about the market for bird seed are given in a single data sheet.

1992. *Packaging Potential of Pet Food Industry.*

Another data sheet available from *Petfood Industry* gives statistics on the volume of canned and dry pet food, and data on packaging requirements for it.

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

Name .... **Title** ....

Company ....

Address ....

City & Zone.. **State** ....

This coupon will not be serviced after July 15, 1960

1993. *Charting the Course of Pet Foods.*

The use of wet pet foods, dry pet foods, distribution of pet supply sales in supermarkets, and type of product by class, as well as pet foods in Canada, are summarized in a single data sheet available from *Petfood Industry.*

1994. *A Growing Industry.*

Another data sheet offered by *Petfood Industry* reports the current size of the pet food manufacturing field with an indication of its growth potential.

SOON TO BE PUBLISHED

1103. *U.S. Market for Juvenile Furniture and Related Items.*

This will be an analysis of the U.S. market for juvenile furniture, wheel goods and related items, including channels of distribution and national sales figures for 30 juvenile products including cribs, play pens, high chairs, car images, strollers, youth beds, travel beds, baby baths, etc. It will be issued about Aug. 1 by *Juvenile Merchandising.*

1248. *Radio, Records, Phonographs.*

Seventeen will release, in June, this survey of teen-age girls regarding ownership, buying patterns of radio, records and phonographs. This also will show radio and phonograph listening habits of these girls.

NO MONEY, PLEASE

NOTE: Most items are available without charge, but not all. Those requesting material which bears a price must send their requests direct to the publisher. Advertising Age *cannot handle or process requests for material for which a charge is made.*

The American Woman.

A brochure issued by *Mademoiselle,* New York, and priced at $15 a copy, presents data on purchasing and prices paid on 33 articles of clothing and the use of 16 items of cosmetics. Information is also presented on women's activities in sewing, insurance, travel, automobiles, beverages, silverware, smoking and movie attendance. The data is based on a national sample tabulated by area, city size, age, income, employment and educational status. Write to *Mademoiselle,* 575 Madison Ave., New York 22.

Motivations Related to Pleasure Travel in Europe.

This is a report based on a pilot study for the European Travel Commission, *Holiday* and *Time* which explores the motivations, both positive and negative, related to pleasure travel in Europe. It is available, at $2, from *Time,* Time & Life Bldg., New York 20.

Frozen Foods in Grocery Chains.

Available at $1.50, this is the third in a series of five studies on the frozen food field. This particular study covers the movements of each of 1,000,000 packages of frozen foods handled by Marsh Foodliners Inc. grocery chain. Copies are available from *Frosted Food Field,* 321 Broadway, New York 7.

200 *Leading Metropolitan Frozen Food Markets.*

This is an analysis of the 200 leading markets for frozen foods in the U.S., showing population, population rank, total food sales, family buying income, income rank, total frozen food sales, food sales rank and per cent total, frozen foods potential dollars, and total frozen per capita consumption. It's available at $5 from E. W. Williams Publications, Inc., 82 Wall St., New York 5.

1960 *Directory of Franchising Organizations.*

A booklet listing 190 U. S. organizations offering franchise marketing arrangements in 60 consumer product and service categories is available at $1 per copy from Pilot Industries, 42 W. 33rd St., New York 1.

How to Reach People—the TV Audience.

A 92-page booklet published by the Television Bureau of Advertising projects the number of people watching tv daily, broken down by sex, teen-agers and children in total and by time segments of the day. Price: $5. Order it direct from TvB, 444 Madison Ave., New York 22.

Sales and Margins from 734 *Special Displays.*

A brochure issued by *Progressive Grocer* includes an analysis of sales of 360 items on 734 display exposures in super markets, averaging $33,000 in sales over the eight-week study period. Order it from the magazine at 161 Sixth Ave., New York 13, and enclose 25¢ for each copy.

100 *Leading Metropolitan Frozen Food Markets.*

E. W. Williams Publications, 82 Wall St., New York 5, offers this report on frozen food sales by states, broken down by 31 factors; regional sales, broken down by 16 factors, and a frozen food marketing map picturing coast-to-coast retail sales. Its price is $5 per copy.

The National Market for Wines & Liquors.

A wall map showing state-by-state facts and figures on liquor, wine and beer licenses, population, legal restrictions, and other pertinent data on this market, may be ordered from Jobson Publishing Co., 17 E. 48th St., New York 17, at $1 per copy.

Automotive News Almanac.

This 300-page volume, published annually by *Automotive News,* contains statistical data on all phases of the industry, including trends, engineering data, new and used car prices, profiles of industry personnel, and product information for 2,000 automotive companies. It may be ordered from Slocum Publishing Co., 965 E. Jefferson, Detroit 7, at $2.50 per copy.

FARM MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.

No. 2000. *Texas' Star Market.*

This brochure, issued by *Texas Ranch & Farm,* lists number of farm homes, income per farm and county farm income for 82 counties in Texas. The main feature is a rundown of the 82 counties where the farm income per family runs from $8,000 to $86,000 per family for an average of more than $22,000.

No. 2001. *How Much Is a Billion Dollars?*

A complete recap of all livestock and farm income for 1959, showing the percentages of these yields in the 144-county market served by *Texas Ranch & Farm,* is contained in this brochure issued by the farm magazine.

No. 2002. *Portfolio on Florida's Agricultural Industry.*

This factual portfolio on Florida's agricultural industry lists each county by its economic importance in citrus, vegetables, cattle and poultry. Issued by *Florida Grower & Rancher.*

No. 2003. *Jinglin' in the Jeans.*

An up-to-date statistical picture of the farmer-rancher market in New Mexico, with specific data on the New Mexico cattle man, cotton grower, sheep man, dairy man, field crop farmer, vegetable grower, poultry man and fruit grower. Published by *New Mexico Farm & Ranch.*

No. 2004. *Texas and Oklahoma Tea and Coffee Survey.*

A survey on the tea and coffee drinking habits and brand preferences of subscribers to *Farmer-Stockman.* All of the families reside in Texas and Oklahoma.

high on the totem pole

The Miami Herald

MIAMI is *first* in sales per family among the nation's major markets. Whatever you sell, **THE MIAMI HERALD** is the recognized star salesman in this predominantly **NEWSPAPER MARKET**.

Want sure-shot responsive action in South Florida?* The Miami Herald produces at low cost.

******America's 12th largest retail market—$2½ billion sales*

The Total
Selling Medium
in South Florida is

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

for the right impact on management...

DUN'S REVIEW
April 1960
How to Avoid Labor Woes

...advertise in the magazine

DUN'S REVIEW
Special Report to Management
INDUSTRY'S PLANT: Big Changes Ahead

edited for the age of the manager

Dominant, continuous advertising to management in DUN'S REVIEW and Modern Industry is the effective . . . selective . . . economical way to influence business decisions. Here your dollars buy frequent, impressive advertising which is read by important executives when they are thinking about business and most responsive to business advertising.

And this advertising reaches men your salesmen often can't.

This is the reason advertisers are placing more pages in DUN'S REVIEW, the business management magazine. They have found it the place to influence the decisions of men who have the authority and interest to act. When you advertise to business your advertising belongs in . . .

DUN'S REVIEW
AND MODERN INDUSTRY

The magazine of Presidents
...and men who are going to be!

ABC AUDITED PAID CIRCULATION

Available Market Data—Farm

To secure copies of data listed, use the handy coupons

No. 2005. *Egg Producer—Reader Research Report.*

This folder issued by *American Poultry Journal* covers flocks and flock sizes, income, land, farm equipment, poultry equipment and reading habits of poultry farmers.

No. 2006. *Broiler Producer—Reader Research Report.*

A survey of broiler raisers contains figures on housing, income, buying decisions, equipment, shelter, feed and flocks. Issued by *American Poultry Journal.*

No. 2007. *Turkey Producer—Reader Research Report.*

This survey was conducted among paid subscribers to *American Poultry Journal.* It contains figures on income, flocks, reading habits, equipment, purchases, occupations, housing and shelter and feed of turkey raisers.

No. 2008. *Feed Industry Data.*

A booklet issued by *The Feed Bag* contains figures on sales, material purchases and capital expenditures in the feed field. It also gives feed production figures and numbers of feed manufacturing plants.

No. 2009. *Wisconsin Farm News Market Folder.*

A folder published by the *Capital Times* and *Wisconsin State Journal* contains data on the farm market in Madison, Wis., and Dane County and the state of Wisconsin as it compares with total U.S. Buying power, retail sales and farm units are some of the categories covered.

No. 2010. *Top Coverage of the Live Stock Market.*

National Live Stock Producer has published this extensive survey which discloses such data as size of farms, equipment owned, crops raised, feed and fertilizer bought and value of farms.

No. 2011. *Buying Intentions of Montana Farmers and Ranchers.*

The buying intentions for this year of Montana's farm and ranch families are found in a folder issued by *Montana Farmer-Stockman.* Also included is a check list of purchases made by the families in 1959. The purchases include such items as appliances, cars and trucks, farm equipment, plumbing and heating equipment, building materials and chemicals and fertilizers.

No. 2012. *Have You Seen Montana Lately?*

A six-page folder lists farm income, number of tractors, wheat production, cattle and sheep production, gross income of Montana farm and ranch families as compared with other states. Charts and graphs are used to illustrate relative importance of each major segment of the agricultural industry. Issued by *Montana Farmer-Stockman.*

No. 2013. *Iowa Farm Market Data.*

A county-by-county breakdown of Iowa's agricultural production and income, and production comparisons of other Midwest states is offered by *Iowa Farm & Home Register* and Des Moines Register & Tribune Co.

No. 2014. *Vegetable Market Analysis.*

This survey was conducted among readers of *American Vegetable Grower*, and covers vegetable acreage averages, irrigation use, greenhouse ownership and the varieties of vegetables produced.

No. 2015. *Sell the Concentrated Poultry Market.*

A survey revealing average flock sizes, feed buying habits, equipment ownership, buying plans and other statistics of importance to those desiring to sell commercial poultry producers. Published by *The Poultryman.*

No. 2016. *Prepackaging Fruits and Vegetables.*

A survey of the prepackaging habits of fresh fruit and vegetable growers. Published by American Fruit Grower Publishing Co.

No. 2017. *Tractor Purchasing Habits of the Fruit Growing Industry.*

This survey covers annual gross income, number of tractors owned and tractor buying habits of commercial fruit growers. The survey was conducted by *American Fruit Grower* in conjunction with Bert S. Gittins Advertising for Allis-Chalmers Mfg. Co.

No. 2018. *Tractor Purchasing Habits in the Vegetable Growing Field.*

Types and makes of farm tractors, number of tractors owned and annual gross incomes of vegetable growers are covered in this study conducted by American Fruit Grower Publishing Co. in conjunction with Bert S. Gittins Advertising for Allis-Chalmers Mfg. Co.

No. 2019. *Vegetable Market Facts.*

This pamphlet issued by American Fruit Grower Publishing Co. contains a state-by-state breakdown of vegetable dollar sales, total crop dollar sales for the various vegetables and acres harvested.

No. 2020. *Buying Habits in the Fruit Growing Industry.*

A comprehensive survey shows the buying habits of the commercial fruit growing industry as related to cars, trucks, tractors, sprayers, dusters and other farm equipment. Issued by American Fruit Grower Publishing Co.

2021. *Beef Cattle Study.*

A summary of a two-year study of the beef cattle business in the East, Southeast and deep South is given in a series of data sheets offered by *Livestock Breeder Journal.* Included are U. S. Dept. of Agriculture statistics on the growth of the industry and reports of *Livestock Breeder* readers' beef raising practices.

2022. *County Comparisons from Quadland.*

Published this month, this four-page folder shows distribution by county of farms and farmer-subscribers to the home-state farm papers of Washington, Oregon, Idaho and Utah. It is offered by Pacific Northwest Farm Quad: *Washington Farmer, Oregon Farmer, Idaho Farmer* and *Utah Farmer.*

2023. *What's Being Bought in* 1960 *for the Farms of Washington, Oregon, Idaho and Utah.*

Another offering of the Pacific Northwest Farm Quad is a 64-page report covering 1960 buying plans of 4,000 farmers surveyed in this four-state area. The 37th annual survey conducted by the Quad, it covers items to be bought, including brand preferences, in principal vocational and non-vocational classifications.

2024. *Dairy Industry Equipment and Machinery Purchases Projected for* 1960.

Olsen Publishing Co. offers this analysis of new plant and equipment purchases, present and planned, in the dairy industry. The report was prepared by Peter B. B. Andrews, chairman of the Future Sales Rating Board, for Olsen.

2025. *Iowa and WMT-Land Farm Market Facts.*

A county-by-county breakdown on the Iowa farm market shows hogs marketed, commercial fertilizer used, milk cows on hand, Iowa farm population, farm acreage, cattle, sheep and chickens marketed, and the number and size of Iowa farms. This information, presented in a series of data sheets, is offered by WMT Radio, Cedar Rapids.

2026. *Power.*

Capper-Harman-Slocum, publisher of *Ohio Farmer, Pennsylvania Farmer,* and *Michigan Farmer,* reports on a survey of readers' ownership of garden tractors, power mowers and power tillers, plans to buy these implements and brand preferences.

2027. *Michigan Farm Facts.*

Statistics showing number of farms, cows, cattle, hogs, chickens, sheep, feed expenditures, and estimated annual sales of animal health products by counties are presented in this booklet published by Capper-Harman-Slocum.

2028. *Ohio Farm Facts.*

Also offered by Capper-Harman-Slocum is a report on per-county ownership of cows, cattle, hogs, chickens and sheep, feed expenditures, and estimated annual sales of animal health products for enumerated Ohio farms.

2029. *The Soybean Blue Book.*

Published this March, *The Soybean Blue Book* includes figures on production and utilization of soybeans, market prices, directories of processors, refiners and manufacturers, and data on the growth of the industry in the last quarter-century. It is available free to advertisers and agencies; others should send $5 direct to the American Soybean Assn., Hudson, Ia.

2030. *Carolinas' Farm Belt.*

In addition to a programming report, this data sheet offered by WECT, Wilmington, summarizes population, retail sales, gross farm product sales income, and households in the North and South Carolina counties covered by the tv station.

2031. *How To Put Your Brand on the Western Agrichemical Market.*

Agrichemical West offers a booklet providing agricultural production statistics for western states and production and consumption figures for fertilizers and pesticides in the West.

2032. *How To Sell the Two U.S. Cattle Feeding Markets.*

The two cattle feeding markets described in the title of a folder published by *Western Feed & Seed* are farmer feedlots and commercial feeders. It compares the two systems with emphasis on western commercial feeding operations.

2041. *Service Department Operation of Farm Equipment Dealers.*

This study of the operation of the service department of farm equipment dealers was conducted by *Implement & Tractor.* It contains data on size of service staffs, pay of mechanics, pricing of repair work, types of equipment in shops and types of repair jobs done.

2042. *How Farm Equipment Dealers Operate.*

A report issued by Implement & Tractor Publications contain information on total receipts, parts sales, service labor sales, number

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Available Market Data—Farm

To secure copies of data listed, use the handy coupons

of new and used tractors sold and service shop tool investment of farm equipment dealers.

2043. *Livestock Maps of Illinois & Indiana.*
Livestock maps give a county-by-county breakdown of number of hogs, cattle, dairy cows, poultry, sheep and number of pigs saved for Illinois and Indiana. Issued by *Prairie Farmer.*

2044. *Crop Maps—Illinois, Indiana.*
The production of corn, oats, soybeans, wheat and hay, along with acreage and yield, are shown, county-by-county, in maps of Illinois and Indiana, published by *Prairie Farmer.*

2045. *Income Maps—Illinois, Indiana.*
Prairie Farmer has issued maps showing the gross cash farm income, and the cash farm income, broken down by county, for Illinois and Indiana.

2046. *Fertilizer Map—Illinois & Indiana.*
A map issued by *Prairie Farmer* gives a county-by-county breakdown of commercial fertilizer consumption for Illinois and Indiana. Also included are 40 counties in Wisconsin and 16 counties in Michigan.

2047. *Population Maps—Illinois & Indiana.*
A breakdown of number of farms, total population and rural population, for all counties in Illinois and Indiana and 40 counties in southern Wisconsin and 16 counties in southern Michigan, is contained in population maps issued by *Prairie Farmer.*

2048. *Farm Machinery Maps—Illinois & Indiana.*
Maps show the number of corn pickers, grain combines, field forage harvesters and pick-up hay balers, along with tractors, trucks and farm-owned automobiles, for Illinois and Indiana, broken down by counties. Published by *Prairie Farmer.*

2049. *Petroleum Maps—Illinois & Indiana.*
Prairie Farmer has issued maps showing the gasoline and other petroleum fuel and oil purchases, along with the average gasoline purchase per farm, for Illinois and Indiana. The figures are broken down by county.

2050. *Livestock Figures—All U. S. States.*
Reports issued by *Prairie Farmer* show a state by state breakdown on the number of cattle, dairy cows, hogs and poultry.

2051. *Crop Production in the 48 States.*
Figures on the production of corn, oats, soybeans, wheat and hay in all U. S. states except Hawaii and Alaska are contained in reports issued by *Prairie Farmer.*

2052. *Commercial Animal Feed Consumption in the 48 States.*
The consumption (in tons) of commercial hog feed, dairy feed, poultry feed and formula feed, broken down by states, is contained in reports issued by *Prairie Farmer.*

2053. *Farm Machinery Figures—All States.*
The number of combines, corn pickers, field forage harvesters, pick-up balers, and side-delivery rakes for all states except Alaska and Hawaii, are found in pamphlets issued by *Prairie Farmer.*

2054. *Automotive Figures—All States.*
Tractors, trucks and farm-owned automobiles for all 48 states are covered in reports published by *Prairie Farmer.*

2055. *Petroleum Consumption—All States.*
Estimated consumption of motor oil and motor fuel on farms, along with the farm consumption of liquid petroleum fuel and LP gas in 48 states, is found in reports compiled by *Prairie Farmer.*

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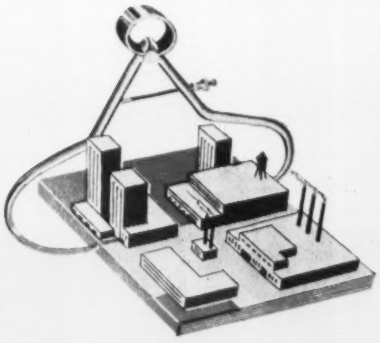

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Available Market Data—Farm

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2056. *Fertilizer Consumption—All States.*

A state-by-state breakdown of the consumption of fertilizer (by tons) is contained in reports issued by *Prairie Farmer.*

2057. *Cash Farm Income—All States.*

Cash farm income for 48 states, broken down by state, is found in reports published by *Prairie Farmer.*

2058. *Population Map—Illinois.*

Bar graph map shows the farm population of Illinois, compared with the population in the six major Illinois cities. Issued by *Prairie Farmer.*

2059. *Farm Calendar—Illinois & Indiana.*

Farm calendar shows the important farm operations for crops and livestock, and the time of year they take place. It concerns farmers in Illinois, Indiana, southern Wisconsin and southern Michigan. Published by *Prairie Farmer.*

2060. 1960 *Buying Intentions—Illinois & Indiana Farm Families.*

A survey by *Prairie Farmer* lists items that Illinois and Indiana farm families plan to buy this year. It covers such things as home improvements, furniture and equipment, home furnishings, appliances, paint and automotive and tractor equipment.

2061. 1960 *Sales Expectations—Illinois & Indiana Retail Dealers.*

The sales predictions of retail dealers in Illinois and Indiana, who sell to farm families, are contained in this survey by *Prairie Farmer.* Product categories include appliances, automobiles, feed, furniture, hardware, lumber and implements.

2062. *Comparative Analysis of Farm Equipment Advertising (Illinois & Indiana).*

A survey by *Prairie Farmer* discloses the impact that farm equipment advertising has had on farm families in Illinois and Indiana.

2063. *Livestock and Poultry Feed Survey Report—Illinois & Indiana.*

This survey contains information on current livestock and poultry feeding practices of Illinois and Indiana farm families. Compiled by *Prairie Farmer.*

2064. *Auto and Truck Survey—Illinois & Indiana Farmers.*

This survey contains information on the ownership of cars and trucks, the model years, makes, and size of trucks owned, as well as the uses made of the trucks. Published by *Prairie Farmer.*

2065. *Insurance Survey—Illinois & Indiana Farm Families.*

Various types of insurance carried by Illinois and Indiana farm families is covered in a survey compiled by *Prairie Farmer.*

2066. *Livestock and Poultry Tranquilizer Survey.*

A study conducted by *Prairie Farmer* contains information from Illinois and Indiana farmers on their knowledge of and use of tranquilizers for livestock and poultry.

2067. *Dog Food Survey—Illinois & Indiana Farm Families.*

Ownership and feeding of dogs by Illinois and Indiana farm families, including dog food brand purchased, how much bought and where purchased, are covered in a survey compiled by *Prairie Farmer.*

2071. *Special Reports from Feedstuffs.*

A series of data sheets regarding the feed industry includes 10-year feed production figures, consumption of feeds by livestock classes, a description of the grain fumigant market, use of antibiotics in feed supplements, farm animal population by states, and the outlook for the industry's future. It is available from *Feedstuffs.*

2072. *Special Reports from Farm Store Merchandising.*

This collection of data sheets represents results to date of a continuing research program undertaken by *Farm Store Merchandising* to determine the marketing influence of farm store dealers. Products sold by such stores, and capital goods owned by dealers are included.

2073. *Special Reports from Feedlot.*

Increased use of tranquilizers in livestock feeding and the possibilities of pre-determining sex in livestock breeding are among the trends covered in a series of reports available from *Feedlot,* stressing the future of mechanized livestock feeding programs.

2074. *Special Reports from Croplife.*

The field of agricultural chemicals is the subject of this report offered by *Croplife,* U. S. production of pesticidal chemicals, production and use of insecticides, and the use of primary plant nutrients are covered.

2075. *Geographic Distribution of Broilers in the U.S.*

Broiler Industry offers a map showing where broilers are grown throughout the country. Production and income figures are given, as well as a list of the major broiler counties in 33 states which produce 98% of the nation's broilers.

2081. *Farm Facts Analysis for Kansas,* 1959.

Principal crop and livestock information by Kansas counties, including crop yield, production and acreage of crops, and number and value of livestock, is provided by this brochure available from *Kansas Farmer.*

2082. *Farm Facts Analysis for Missouri,* 1959.

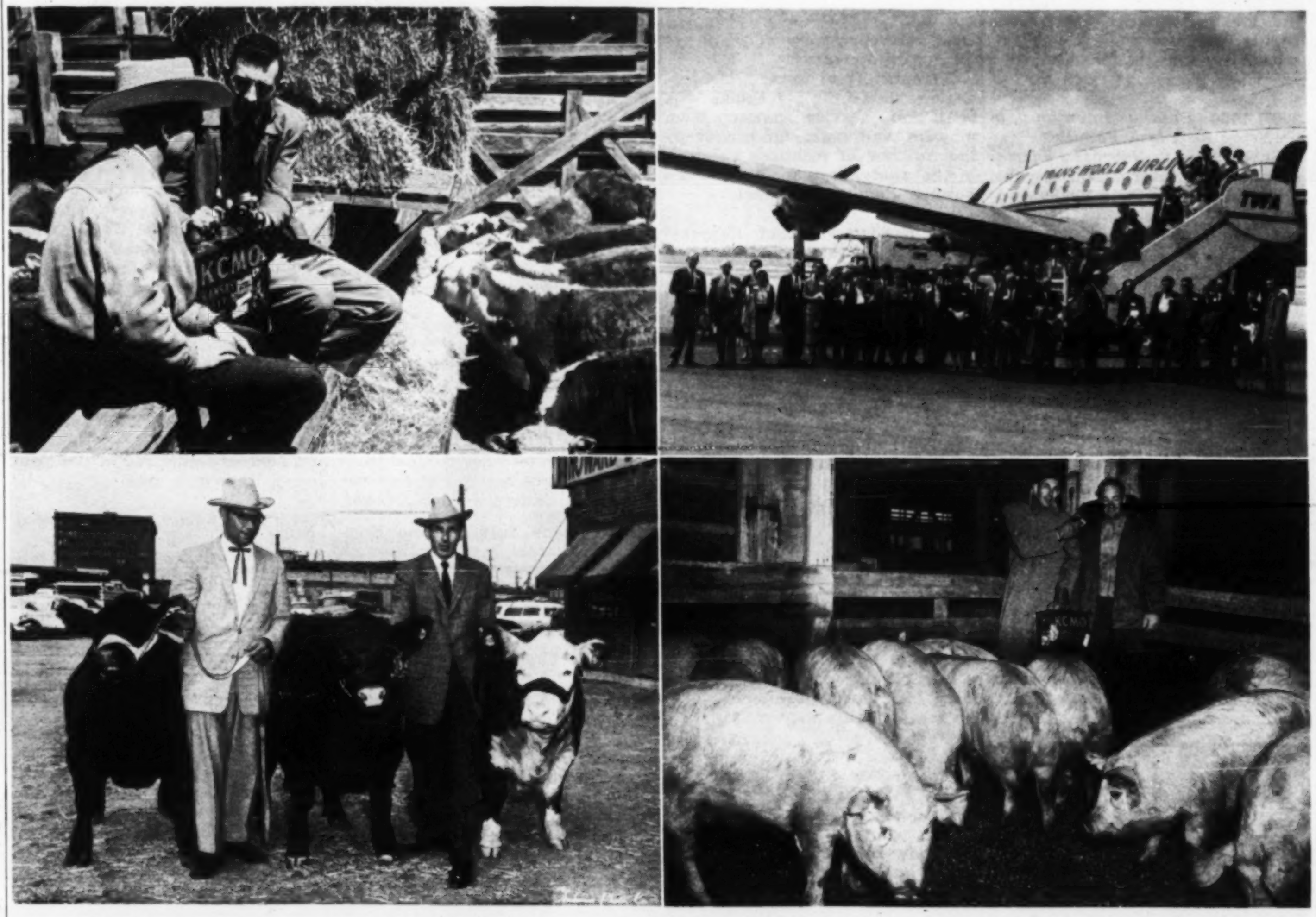
Missouri Ruralist has this report on crops and livestock by Missouri counties, similar to the Kansas report described above.

2083. *KFEQ Farm Market Data.*

A look at the population, consumer income, number of farms, automobiles, tractors, feed and fertilizer sales, value of farm products sold, etc., in the KFEQ listening area is given in a brochure available from the St. Joseph, Mo., broadcaster.

2084. *Baking Habits.*

Here is a report on a survey made among *Successful Farming*



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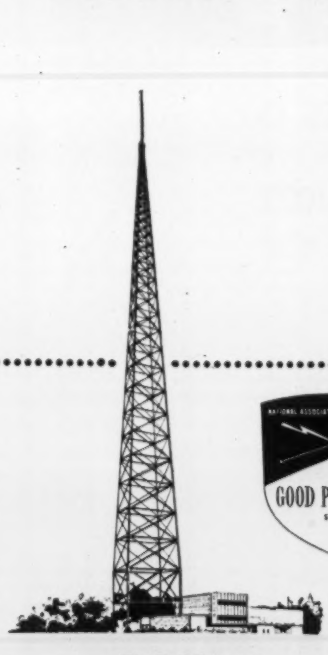

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R. W. Evans, Station Manager — Radio
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Available Market Data—Farm

To secure copies of data listed, use the handy coupons

families who kept track of their baking activities for a two-week period. Frequency of baking, what was baked, use of mixes and use of walnuts, almonds or raisins in baked goods are reported.

2085. *Hunting and Fishing, Guns, Boats and Outboard Motors.*
This survey conducted by *Successful Farming* discovered how many among its reader families hunt and fish, the frequency of hunting and fishing expeditions, and ownership of firearms, boats and outboard motors.

2086. *Home and Beauty Parlor Permanents.*
A survey report published by *Successful Farming* this January indicates the number of home and beauty parlor permanent waves its reader respondents underwent in a 12-month period.

2087. 1960 *Buying Intentions of Nebraska Farm Families.*
Subscribers to *Nebraska Farmer* supplied the information for this folder indicating their 1960 spending plans for specific items of home equipment, appliances, vacations, farm equipment and improvements, and other items.

2088. *Tranquilizers and Feed Additives Survey.*
The extent to which Nebraska farmers use tranquilizers and feed additives and the animals on which they use them are indicated in a report offered by *Nebraska Farmer.*

2089. *Business Poll.*
What dealers expect of the 1960 business year in terms of sales to farmers of feed, hardware, lumber and automotive products, and furniture and appliances is indicated in this survey report published by *Nebraska Farmer.*

2090. *Concrete, Cement Block Construction Survey.*
A survey report from *Nebraska Farmer* covers farmer-respondents' plans for construction projects, using cement block and/or concrete.

2091. *Nebraska Farmer and the Market It Serves.*
A compact summary of market facts concerning Nebraska's farm population and coverage provided by *Nebraska Farmer* is given in a booklet available from the publication.

2092. *A Dealer Guide to Sales Planning.*
Farm & Power Equipment has available this four-page report with charts covering 95 major items sold by farm equipment retailers and indicating the best sales months for each on a national basis.

2093. *Executive Panel Report—Power Mowers.*
A report from farm equipment dealers shows the percentage who sell and service power lawn mowers, and ranks 126 brands by the number of mentions received in the study. It is available from *Farm & Power Equipment.*

2094. *Executive Panel Report—Dealer Vehicle Inventory.*
A single data sheet published by *Farm & Power Equipment* shows total number of cars, trucks, trailers and all vehicles of the average farm equipment dealer.

2095. *Executive Panel Report—Two-Way Radios.*
The use of two-way radios by farm equipment dealers and their attitudes toward the use of this equipment are indicated in a recently published report from *Farm & Power Equipment.* Respondents who have two-way radio equipment added data on their use of it.

2096. *Executive Panel Report—Farm Safety Equipment.*
A report from *Farm & Power Equipment* shows the percentage of farm equipment dealers who carry farm safety equipment and the major items they stock.

2097. *Executive Panel Report—Power Saws.*
A single data sheet reports the percentage of farm equipment dealers who sell and service gasoline-powered saws, as well as 32 saw brands ranked according to the number of mentions received in the survey, conducted by *Farm & Power Equipment.*

2098. *Executive Panel Report—Dealer Travel.*
How much traveling farm equipment dealers do in making sales and service calls is indicated in this report from *Farm & Power Equipment.*

2099. *Membership Survey of Soybean Producers.*
An outline giving the average size of soybean farms and the average amount spent on equipment is available from the American Soybean Assn., Hudson, Ia.

2100. *Farm Facts About Eastern North Carolina.*
A single data sheet published by WGTM, Wilson, N.C., gives a thumbnail description of the state's farm market with more specific information on the rural area covered by the radio station.

2101. *Reader Survey—State of Pennsylvania.*
The single-page report of a survey of feed business in Pennsylvania covers milling equipment, services, products handled, and volume, as well as feed manufacturers, mixers and retailers of the state is available from *Eastern Feed Merchant.*

2102. *Reader Survey—State of New Jersey.*
The same data as noted above is given in this *Eastern Feed Merchant* survey report on the New Jersey feed business.

2103. *Reader Survey—New York State.*
New York feed dealers and their operations are covered in this report from *Eastern Feed Merchant.*

2104. *Reader Survey—New England States.*
Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island feed dealer operations are summarized in this report from *Eastern Feed Merchant.*

2105. *Feed Use in the 21 Eastern States.*
A booklet giving population statistics on cows, cattle, layers, broilers, turkeys and swine, and their feed tonnage requirements and average feed consumption, is available from *Eastern Feed Merchant.*

2106. *New Jersey-Delmarva Fertilizer Consumption.*
A single data sheet reporting consumption of 15 principal fertilizer mixtures, materials for direct application, and commercial fertilizers as mixtures and separate materials, in New Jersey, Delaware and the eastern counties of Maryland and Virginia (Delmarva), is offered by *Business Farming.*

2107. *Commercial Poultry Farms (Egg Producing) in New Jersey,* 1958.
A business summary for the average commercial poultry farm in New Jersey covers number of layers, eggs produced, cash receipts, inventory, cash expenditures for specific items, and net farm income. It is available from *Business Farming.*

2108. *Vegetable Production—New Jersey-Delmarva Area.*
Figures on cash receipts from vegetable production, vegetables produced for fresh market and for processing, acreage, production and yield per acre in the New Jersey-Delmarva (Delaware, Maryland, Virginia) area are given in this data sheet published by *Business Farming.*

2109. *Livestock Inventory and Feed Requirements—New Jersey-Delmarva Area.*
Another offering of *Business Farming* is this count of livestock with feed tonnage requirements and feed expenditures in the New Jersey-Delmarva area.

2110. *Field Crops—Acreage Planted and Harvested.*
Also from *Business Farming,* this data sheet gives planting dates for field crops, number of silos by counties, and types of farm machinery and equipment in the New Jersey-Delmarva area.

2111. *Income of New Jersey-Delmarva Farms.*
Figures on cash receipts per acre and per farm, as well as cash receipts by commodities for the New Jersey-Delmarva area, Pennsylvania and New York, are given in a recently-published data sheet offered by *Business Farming.*

2121. *Equipment on Mountain States Farms.*
Equipment on farms in Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah and Nevada is listed in a report available from *Colorado Rancher & Farmer.*

2122. *Appliance, Household Equipment Brand Preferences.*
Readers of *Colorado Rancher & Farmer* indicated their brand preferences and buying intentions for major appliances and other pieces of household equipment in this survey.

2123. *Buying Intentions.*
This is a summary of *Colorado Rancher & Farmer's* buying intentions surveys for the past five years, showing percentage of respondents and intending to buy specific items each year.

2124. *Household Supplies Brand Preferences.*
Frozen food containers, food wrap, pectin, bleach and soap are the products covered in this survey of farm families by *Colorado Rancher & Farmer.*

Colorado Farm Market Reports.
The following data sheets are all offered by *Colorado Rancher & Farmer.* The titles indicate subject matter, and all are concerned with Colorado farms:

2125. *Sheep and Lambs on Feed.*

2126. *Irrigation Wells Drilled on Colorado Farms.*

2127. *Cash Farm Income—10-Year Record.*

2128. *Colorado Crop Production Estimates.*

2129. *Livestock and Poultry Inventory on Colorado Farms.*

2130. *Cattle on Grain Feed for Market.*

2131. *Tonnage of Commercial Feedstuffs.*

2132. *Colorado Fertilizer Recommendations for Field Crops.*

2133. *Colorado's Rank Among the States in Crops.*

2134. *Colorado's Rank Among States in Livestock and Poultry Production.*

2135. *Colorado Is a Leading Livestock Feeding State.*

2136. *Department Store Charge Accounts of Colorado Ranchers and Farmers.*

2137. *Mail Order Purchases of Colorado Ranchers and Farmers.*

2138. *Colorado Ranks Third in Number of Irrigated Areas.*

Farm & Ranch Fact Sheets.
Each of the following items is a multiple-sheet report on the subject indicated in the 20 southern and southwestern states served by *Farm & Ranch:*

Use the Coupons in Requesting Data

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the large volume of market data. All of the usual features will be back in their regular places next week.

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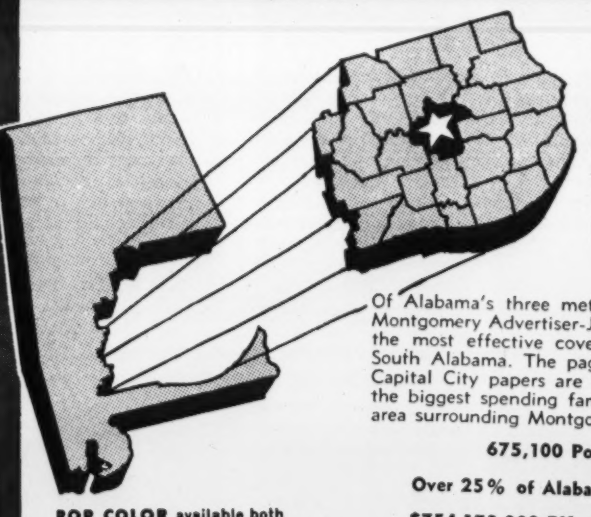

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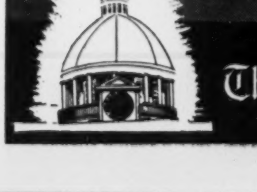

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KELLY-SMITH CO. National Representatives

Available Market Data—Farm

To secure copies of data listed, use the handy coupons

2139. *Machines on Farms.*

2140. *Livestock in Farm & Ranch States.*

2141. *Commercial Feed Gains in Farm & Ranch States and Comparison of Cash Receipts from Farm Marketing.*

2142. *Anticipated Population Growth in Farm & Ranch States.*

2143. *Crops in Farm & Ranch States.*

2144. *Cropland Under Contract in Farm & Ranch States.*

2145. *The Farm Market.*
An illustrated booklet published by *Progressive Farmer* describes the farm market in general, including population, average value of assets, capacity of farmers as consumers, etc.

2146. *Cosmetics, Toiletries and Drugs.*
Progressive Farmer families reported on usage and brand preferences for 60 cosmetic, toiletry and drug products to provide data for this 65-page report.

2147. *Household Products.*
A *Progressive Farmer* reader survey covers types and brands of 30 household products used by subscriber families.

2148. *Paper Products.*
Brands and quantities of paper products used by *Progressive Farmer* families are reported in a 13-page illustrated booklet.

2149. *Meat Serving, Cooking and Baking.*
This survey indicates the percentage of southern farm families who bake various foods and the quantities of ingredients they use. It is offered by *Progressive Farmer.*

2150. *Farm Magazine Readership.*
A survey to determine which farm magazines southern farmers read and find most helpful in their work is described in a booklet issued by *Progressive Farmer.*

2151. *Estimated Sales of Electrical Appliances.*
This is a report on the number of appliances sold in 12 classifications during 1959, including the percentage of such sales by regions of the U.S. It is available from *Progressive Farmer.*

Southern Farm Market Facts.
The following folders, all offered by *Progressive Farmer*, provide current market data for southern farms:

2152. *Southern Crops, 1959.*

2153. *The Southern Farm Market for Corn Pickers.*

2154. *The Southern Farm Market for Cotton Pickers or Strippers.*

2155. *The Southern Farm Market for Hybrid Seed Corn.*

2156. *The Southern Farm Market for Hay Balers.*

2157. *The Southern Farm Market for Combines.*

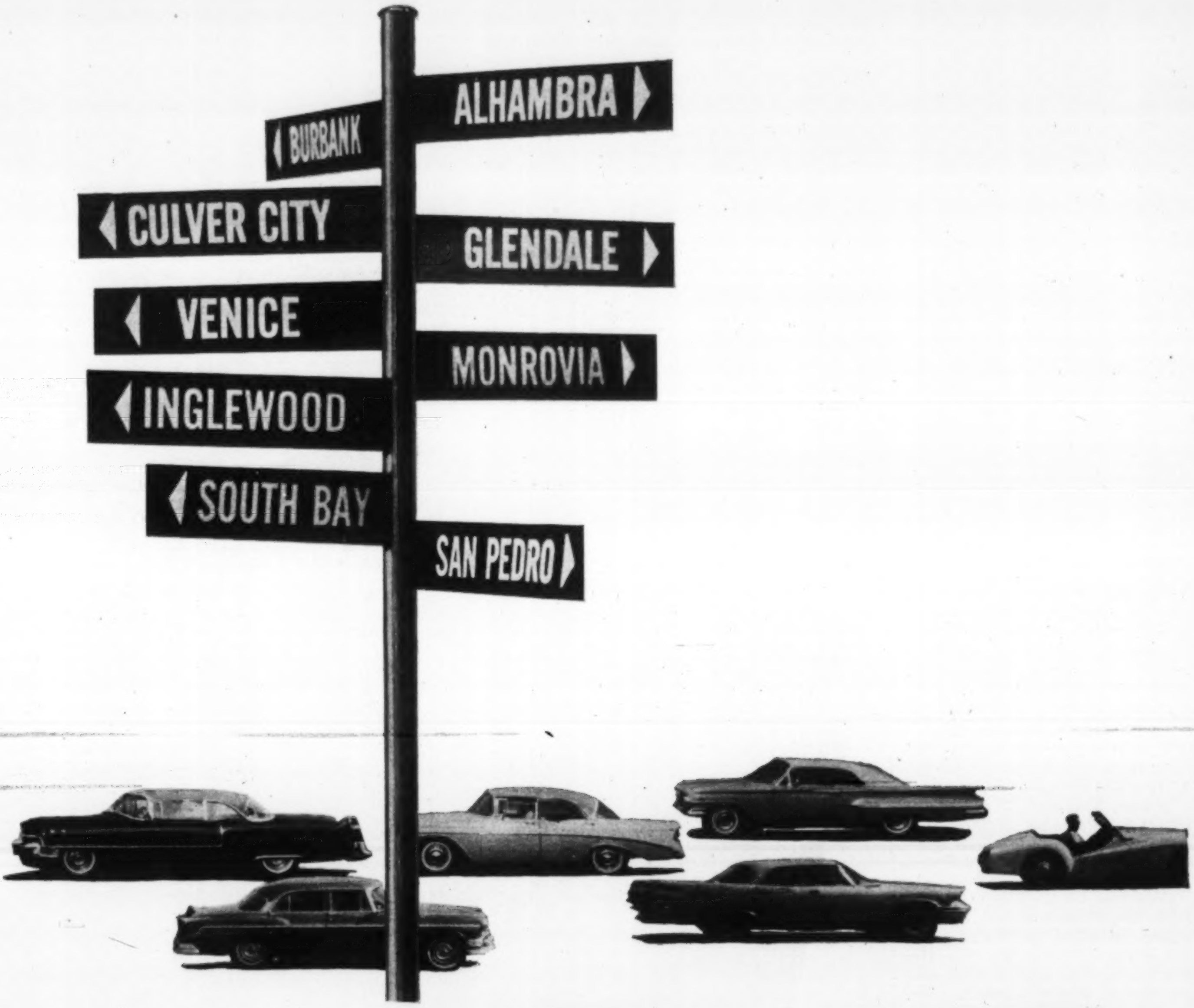
2158. *The Southern Farm Market for Manure Spreaders.*

2159. *The Southern Farm Market for Milking Machines.*

2160. *Car and Truck Survey.*
A survey conducted among midwestern farmers to determine their ownership of automobiles and trucks, and the make, model, year, capacity and use of these vehicles, is reported in a booklet available from Midwest Farm Paper Unit.

2161. *Livestock and Poultry Feeding Practices on Midwest Farms.*
A 40-page brochure offered by Midwest Farm Paper Unit gives the results of a survey of midwestern farmers concerning their current livestock and poultry feeding practices.

Midwest Farm Paper Unit Data Sheets.
The following items offered by Midwest Farm Paper Unit are data sheets giving comparative



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The Los Angeles market is a sprawling and spectacular example of a national exodus to Suburbia.

Every year—every **day**—the communities surrounding the city of Los Angeles are growing in size and in economic importance. (59.04% of the people in the Los Angeles market live outside the metropolitan area.)

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*Included in the Group Buy, but not members of the Copley organization

Available Market Data—Farm

To secure copies of data listed, use the handy coupons

statistics on the subjects indicated for midwestern farm states, as well as the other states:

2162. *Milk Cows on Farms, Jan. 1,* 1960.

2163. *Hogs Raised on Farms,* 1959.

2164. *Estimated Production of Leading Crops,* 1959.

2165. *Harvested Acreage of Leading Crops,* 1959.

2166. 1959 *Total Cash Farm Income.*

2167. *Motor Trucks and Tractors on Farms, July* 1, 1959.

2169. *Automobiles on Farms, July* 1, 1959.

2170. *Machinery on Farms, July* 1, 1959.

2171. *Bulk Milk Tanks on Farms, January,* 1959.

2172. *General Equipment on Farms, July* 1, 1959.

2173. *Livestock Inventory, Jan.* 1, 1960.

2174. *Turkeys Raised on Farms.*

2175. *Poultry Raised on Farms,* 1959.

2176. 1960 *Estimated Spring Pig Crop.*

2177. *Grain Storage, Jan.* 1, 1960.

2178. *Farm Program Survey.*

Expected next month is a survey report on the kind of farm program the country should have, according to readers of *Farm & Ranch.*

2179. *Dog Food Survey.*

Farm & Ranch will issue a survey report next month, covering dog ownership, type of dog food purchased, where purchased and by whom, as well as brand preferences, among *Farm & Ranch* subscribers.

Studies Available from Wallaces Farmer.

The following items of current Iowa farm market data are available from *Wallaces Farmer;* their titles describe the contents:

2181. 1960 *Sales Expectations of Iowa Retail Dealers.*

2182. 1960 *Buying Intentions of Iowa Farm Families.*

2183. 1958 *Iowa Corn, Hay and Oats Acreage Harvested by Townships and Counties.*

2184. *Iowa Dog Food Survey Report.*

2185. *Iowa Beef and Dairy Cattle Feed Survey Report.*

2186. *Iowa Pig and Hog Feed Survey Report.*

2187. *Iowa Chicken Feed Survey Report.*

2188. *Agricultural Chemical Survey Report for Iowa.*

2189. *Commercial Fertilizer Survey Report for Iowa.*

Studies Available from Wisconsin Agriculturist.

The following items of current Wisconsin farm market data are offered by *Wisconsin Agriculturist.* Their contents are accurately described by the titles:

2190. *Commercial Fertilizer Survey Report for Wisconsin.*

2191. *Agricultural Chemical Survey Report for Wisconsin.*

2192. *Wisconsin Field Seed Survey Report.*

2193. 1959 *Wisconsin Planted Acreage of Corn and Hay by Townships and Counties.*

2194. *Wisconsin Dog Food Survey Report.*

2195. 1960 *Buying Intentions of Wisconsin Farm Families.*

2196. 1960 *Sales Expectations of Wisconsin Retail Dealers.*

2197. *Research Report on Turkey World Subscribers.*

Gross farm income, number of turkeys produced, amount spent for feeds and percentage of subscribers using specific pieces of equipment are reported in a folder available from *Turkey World.*

2198. 1960 *Farm Business Poll.*

Representatives of eight types of businesses were polled regarding their farm sales expectations in 1960 for this report available from *The Farmer.* Percentages of farm market sales are listed.

2199. *Buying Intentions of Farm Families in Minnesota and the Dakotas.*

What products Minnesota and Dakota farm families plan to buy this year among household items, appliances, and furnishings, as well as repairs they plan for existing buildings and construction of new farm buildings, are indicated by a survey report from *The Farmer.*

2201. *Minnesota Dairy Herd Practices Survey.*

Herd sizes, types of housing, brand preferences of milking machine units, milk filters and bulk milk coolers, as well as herd health practices, were described by Minnesota dairy farmers for this report available from *The Farmer.*

2202. *North Dakota Farm Equipment Survey.*

Attitudes of North Dakota farmers towards their farm equipment dealers' practices are the subject of report offered by *The Farmer.*

2203. *Food and Grocery Products.*

A survey report listing brand preferences of 99 grocery items used in Minnesota, North and South Dakota farm homes is also available from *The Farmer.* Farm buying habits, demand for fresh fruits, where groceries are purchased and home baking are included.

2204. *Consumer Survey of Farm Youth.*

National Future Farmer offers a booklet summarizing characteristics of the typical 17-year-old farmer, including his buying habits, farm size, residence, personal ownership, income, net worth and future plans.

2205. *Five Principal Sources of Cash Receipts from Farm Marketing,* 1958.

A chart published by *Farm Journal* lists for each state the top five income-producing farm products and the amount of cash receipts brought in by each in 1958.

2206. *Livestock on Farms.*

Brought up to date this month is *Farm Journal's* census of livestock, ranking each state by total number of hogs, sheep, beef and dairy cattle, and chickens, and indicating those states which equaled or exceeded the national average in the average number of each species per farm.

2208. *Liquid Cleaners and Detergents.*

Use of liquid cleaners and deter-

To Death Valley
N
CALIFORNIA-NEVADA
TRONA
NAVAL ORDNANCE TEST STATION MOJAVE RANGE B
MOJAVE ANTI AIRCRAFT RANGE
Camp Irwin USA
BAKER
NEEDLES
CALIFORNIA-ARIZONA
SAN BERNARDINO COUNTY
Amboy
Parker Dam
BARSTOW
Yermo
Daggett
USMC
USMC
Apple Valley
Lucerne Valley
Joshua Tree
29 PALMS
Yucca Valley
RIVERSIDE COUNTY
BLYTHE
DESERT CENTER
USAF
VICTORVILLE
Hesperia
Big Bear Lake
Lake Arrowhead
USAF
SAN BERNARDINO
REDLANDS
UNIV. OF REDLANDS
FONTANA
ONTARIO
COLTON
BANNING
PALM SPRINGS
INDIO
BEAUMONT
MARCH FIELD AIR FORCE BASE
Idyllwild
HEMET
CORONA
RIVERSIDE
UNIVERSITY OF CALIFORNIA RIVERSIDE CAMPUS
27th MARKET IN THE NATION

RANKING OF MARKETS IN CALIFORNIA

1 Los Angeles -Long Beach
2 San Francisco-Oakland
3 San Diego
4 SAN BERNARDINO-RIVERSIDE-ONTARIO
5 San Jose
6 Sacramento

Available Market Data—Farm

To secure copies of data listed, use the handy coupons

gents in subscriber households in *Farm Journal's* eartern and central edition areas was studied by Daniel Starch & Staff for this report offered by the magazine.

2209. *Prosperous Farm Families Are Everywhere.*
A four-color map showing the total value of farm land and buildings for each county in the U.S., based on the most recent Census of Agriculture figures, is available from *Farm Journal.*

2210. *Farm-Rural Market Study of Tea Buying and Selling.*
A study made by *Farm Journal's* field marketing division to determine how much tea is sold to farm-rural families and their brand preferences is reported in this booklet.

2211. *Georgia Farm Data.*
Farm income from broilers, eggs and chickens; commercial production of broilers by states; value of Georgia's crops; distribution of livestock on Georgia farms with income, and other details about farming practices in the state, are supplied by this data folder from *Georgia Farmer.*

Use the Coupons in Requesting Data

2212. *The Florida Cattleman* 1959-60 *Surveys.*
Information on livestock farms in Florida, including size of operations; feed, fertilizer and equipment used; irrigation, forage, fencing, buildings, and medicines used, is given in a booklet summarizing current surveys by *Florida Cattleman.*

2213. *The Ohio Farm Petroleum Market.*
Fuel usage and product standings in the gasoline, oil, automobile, truck, tractor and home heating markets for Ohio is covered in this survey report available from Capper-Harman-Slocum. The publisher also offers the following two items giving similar data for:

2214. *The Pennsylvania Farm Petroleum Market.*

2215. *The Michigan Farm Petroleum Market.*

2216. *Crop Schedules for Ohio, Michigan and Pennsylvania.*
Planting, cultivating and harvesting schedules for principal crops in these three states are supplied by data sheets available from Capper-Harman-Slocum.

2217. *Farm Income.*
Based on 1954 Census of Agriculture figures, another Capper-Harman-Slocum report gives value of all farm products sold in Ohio, Michigan and Pennsylvania by counties. State figures for 1957 are shown for all the states.

2218. *The Ohio Farm Market.*
A continuing loose-leaf notebook containing data sheets on agricultural production, farmer ownership of equipment, farm consumption of chemicals, and other current agricultural information for Ohio is available from Capper-Harman-Slocum. The following two items offered by C-H-S give the same coverage to:

2219. *The Pennsylvania Farm Market.*

2220. *The Michigan Farm Market.*

2221. *Ohio Farm Facts.*
Another report offered by Capper-Harman-Slocum provides the latest county-by-county count of livestock, potential feed consumption figures by type of livestock and area, and estimated annual sales of health products by county and type of animal in Ohio. The companion studies for the other two states are:

2222. *Pennsylvania Farm Facts.*

2223. *Michigan Farm Facts.*

2224. *Electricity on the Farm.*
Tables and charts on sales of appliances and rural electric customers are given in booklet published by Capper-Harman-Slocum, covering the national farm market.

2225. *Current Farm Market Facts,* 1959.
Published this January, a booklet containing farm income figures, petroleum products consumption, crop rankings and other agricultural market data for Ohio, Michigan and Pennsylvania with U.S. totals, is available from Capper-Harman-Slocum.

2226. *Power—Tillers, Mowers, Tractors.*
The results of a survey of Michigan, Ohio and Pennsylvania farmers concerning tiller, mower and garden tractor ownership are incorporated in this booklet offered by Capper-Harman-Slocum. Brand ownership is indicated and rankings of all states in garden tractor and power mower ownership are given.

2227. *American Vegetable Grower Directory Issue.*
An extensive buyers' guide for the commercial vegetable industry, incorporated in last July's issue of *American Vegetable Grower,* is offered by the publisher.

2228. *American Fruit Grower Directory Issue.*
A national buyers' guide for the commercial fruit growing industry is also available. It is offered by *American Fruit Grower.*

2229. *What Do Readers of American Fruit Grower Grow and How Much Do They Spend for Insecticides?*
These questions are answered in a survey report available from *American Fruit Grower.*

2230. *Where Money Grows on Trees.*
An illustrated brochure describing the size and special agricultural aspects of the fruit growing industry is offered by *American Fruit Grower.*

2231. *Here Is What the Experts Say About the Various Fruit Magazines.*
Another report available from *American Fruit Grower* gives the results of a survey of 53 state horticultural secretaries and leaders regarding their readership preferences among fruit growing industry publications.

2250. *Retail Buying in the Rural Counties.*
Tables showing sales of various types of merchandise in predominantly rural counties, state totals for all states, and maps showing county-by-county totals for Ohio, Michigan and Pennsylvania will be incorporated in a booklet to be offered by Capper-Harman-Slocum after Aug. 15.

2251. *Wyoming Rancher's Buying Plans.*
A brochure issued by the *Wyoming Stockman Farmer* summarizes buying plans of Wyoming ranchers and farmers, and their families, relative to 249 items, including farm machinery, auto accessories and livestock items.

2252. *Southern Farm Equipment.*
Data sheets issued by *Southern Farm Equipment* cover cash farm incomes, cash receipts from crops, livestock and products, and average size of farm in the states of the South and Southwest.

SOUTHERN CALIFORNIA'S NEW SALES GIANT!

THE STANDARD METROPOLITAN AREA
COMPRISED OF
SAN BERNARDINO AND
RIVERSIDE COUNTIES
CALIFORNIA'S 4th LARGEST MARKET
14th IN THE NATION IN
GASOLINE SALES

It makes $$$-sense to place advertising in a proven market. Look at these mammoth figures: The Market's total annual sales were more than **$1,000,000,000**! Total annual retail sales topped **$889,625,000**! Population increase exceeded **70%** since '50! Employment gains **7.8%** ahead of previous year! Building of dwelling units increased **89.7%** in the last decade!

Besides containing the hub of some of America's most visited resorts (Palm Springs, Idyllwild, Lake Arrowhead, Big Bear Lake, etc.,) you'll find expansion programs in agriculture **(6th in USA)**, one of the world's **greatest** steel mills, industrial plants, mines, military centers—everything to attract and persuade people to spend in **California's 4th largest market,** and **America's 27th**—San Bernardino and Riverside Counties.

Cash in by getting in on this definitely independent market, more than an hour's drive from Los Angeles. **Less than ½ of 1%** of the total circulation of the major Los Angeles newspapers enters this sales area. Your share of California's new metropolitan sales-giant is as near as your phone. For Full Coverage of **This Billion Dollar Market**... phone, wire or write...

RIVERSIDE
PRESS-ENTERPRISE
REPRESENTED NATIONALLY BY DOYLE & HAWLEY, INC.

SAN BERNARDINO
SUN-TELEGRAM
REPRESENTED NATIONALLY BY CRESMER & WOODWARD, INC.

Available Market Data—Farm

To secure copies of data listed, use the handy coupons

2253. *Ranching Today.*
Gross annual income of all subscribers, and average annual income from beef cattle, average number of beef cattle sold, amounts used of cattle feed, minerals, mineral blocks and trace-mineralized salt, amount of vaccines, antibiotics, fertilizers and insecticides, plus acres of land owned are included in a booklet published by *The Cattleman.*

SOON TO BE PUBLISHED

2033. *The Western Feed, Seed and Grain Market.*
Planned for publication July 1 is a report on feed manufacturing, grain processing and storage, and seed production in 13 western states, including an industry census by states, production and consumption statistics, plant characteristics, and data on raw materials. *Western Feed & Seed* offers it.

2112. *Irrigation Brochure.*
Next month, *Nebraska Farmer* will have available a loose-leaf brochure covering irrigation developments by counties in Nebraska.

WESH-TV

NBC

PREFERRED IN
ORLANDO-DAYTONA MARKET

2113. *Feed and Livestock Brochure.*
Also slated for May publication is this loose-leaf brochure giving livestock figures by counties and feed requirements. *Nebraska Farmer* offers it.

2114. *Fertilizer Brochure.*
Fertilizer needs of Nebraska farmers will be given in another *Nebraska Farmer* report to be published in May.

2115. *Nebraska Farm Market Brochure.*
A general data report on Nebraska's "billion dollar farm market" will be available from *Nebraska Farmer* next month.

2116. *Nebraska Crop Brochure.*
Acreage and production figures, by counties, for principal crops will be included in this brochure to be published by *Nebraska Farmer* in May.

2117. *The 1959 Cost of Doing Business Survey.*
An annual report to be published in May by *Farm & Power Equipment* will show sales, margins, inventories, expenses and related information on tractor and farm equipment dealers throughout the U.S.

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

Name .... Title ....

Company ....

Address ....

City & Zone .... State ....

This coupon will not be serviced after July 15, 1960

2118. *Tobacco Survey.*
A survey report covering tobacco use on Nebraska farms will be published July 1 by *Nebraska Farmer.*

2232. *Hunting Survey.*
Slated for publication in May by *Progressive Farmer* is a report on the number of southern people who hunt, grouped by geographic regions and population density.

2233. *Fishing Survey.*
A companion study for the hunting report described above is this analysis of fishing by southerners, available from *Progressive Farmer* next month.

2234. *Building Buying Action.*
An inventory of home and farm buildings, including data on new building, remodeling, repairs and use of building materials, among reader families of *Successful Farming* will be available soon.

2235. *Home Appliance and Equipment Buying Action.*
A report expected soon from *Successful Farming* is this one on home appliance and equipment ownership and purchasing by subscribers.

2236. *Furniture and Home Furnishings Buying Action.*
Successful Farming will report soon on its readers' purchases of furniture and home furnishings during the three-year period ended Jan. 1, 1960.

2237. *Feed Advertising Survey.*
Expected next month is a survey report listing numbers of livestock raised on farms, brands of feed used, and data on the impression made by feed advertising on farm feed buyers in 1959. *The Farmer* will publish it.

2238. *Petroleum Survey.*
Information on ownership of cars, trucks and tractors, numbers owned, makes and year of purchase, will be supplied by a study being prepared by *The Farmer* for publication next fall.

2239. *Fertilizer Survey.*
Comparisons between 1959 and 1960 fertilizer usage as well as purchasing patterns, application techniques, crops on which used, etc., will be given in a survey report expected from *The Farmer* this summer.

2240. *Agricultural Chemicals Survey.*
Also to be published by *The Farmer* this summer is a survey report on the use of chemicals and sprays, particularly those to combat livestock pests, on U.S. farms.

2241. *Petroleum Advertising Survey.*
Planned for publication next month, this report will show respondents' opinions on petroleum company advertising as well as their gasoline and motor oil brand preferences. *The Farmer* will offer it.

2242. *Truck Advertising Survey.*
Readers of *The Farmer* are supplying data for a report on ownership of trucks to include respondents' opinions on 1959 truck advertising It will be available next month.

2243. *Tobacco Survey.*
Smoking habits of various members of farm families is the subject of this brand preference study covering a three-year period. It will be offered by *The Farmer* in May.

2244. *Research Report on Pacific Poultryman Subscribers.*
To be published June 1, this report will describe *Pacific Poultryman* readers, including the number of chickens they raised for layers in 1959, and kinds of feed, poultry equipment, health products and building materials used.

2245. *Research Report on Subscribers to Broiler Business.*
Gross farm income, number of broilers grown, number contracted for, and kinds of feed, equipment, supplies and building materials used will be covered in a report on readers of *Broiler Business* to be available next month.

2246. *Poultry Business Facts.*
A 30-page booklet giving the latest Department of Agriculture statistics on the production and sale of eggs, layers, broilers, turkeys and other poultry will be available from Watt Publishing Co. in June.

2247. *Fertilizer Consumption Map.*
Capper-Harman-Slocum will offer a map showing the percentage increase in use of fertilizer, 1949-59, and total consumption in 1959 for each state. It will be available May 15.

2248. *Research Report on Poultry Tribune Subscribers.*
To be published June 1 is this report on readers of *Poultry Tribune,* covering numbers of layer chickens raised in 1959 and poultry raising methods, as well as data on crops, livestock, automotive products, and other farm equipment and supplies they use.

2249. *Graphic Highlights from the Ohio Farm Petroleum Market.*
A booklet of graphs and charts based on a survey of brand preferences and consumption of petroleum products on the farms of *Ohio Farmer* subscribers will be available July 29 from Capper-Harman-Slocum.

REGIONAL AND LOCAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.

6200. *Sioux City Region.*
A folder from the *Journal-Tribune*, Sioux City, Iowa, presents population, income and retail

"a self-starter for getting more continuity into newspaper schedules"

Says: FREEMAN KEYES,
Chairman of the Board
Keyes, Madden & Jones

"Continuity works for the advertiser in newspapers as effectively as it does in any other medium. The Continuity-Impact-Discount Plan, now offered by several newspapers, gives advertisers the incentive to use newspaper continuity on a larger scale than ever."

The Continuity-Impact-Discount Plan, originated by Louisville newspapers, offers discounts of up to 13% for taking advantage of the **impact** of **continuity.**

Newspapers sell best in Louisville. Let us prove it while you save up to 13%.

C·I·D C-I-D plans are now offered by 5 other newspapers

The Courier-Journal and The Louisville Times

Represented nationally by the Branham Company

HOW TO SET SALES RECORDS BY THE MILLIONS$!!

That extra power needed to lift your product's sales up and over previous high marks for new sales records comes with the help of a strong advertising campaign in New York, Chicago and Philadelphia through the use of the 3 top markets' dominant sales producer—FIRST 3 MARKETS GROUP.

In these most profitable markets, which account for 19% of total U.S. Effective Buying Income, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio, and TV thins out. As the outstanding advertising medium in the 3 pivotal markets, *there is no substitute* for FIRST 3 MARKETS' solid 55% COVERAGE of all families.

In addition, FIRST 3's "Sunday Punch" circulation of more than 5½ million reaches over half the families in 1,137 cities and towns—which produce one fourth of total U.S. Retail Sales.

To make your advertising sell *more* where *more* is sold... it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3
MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

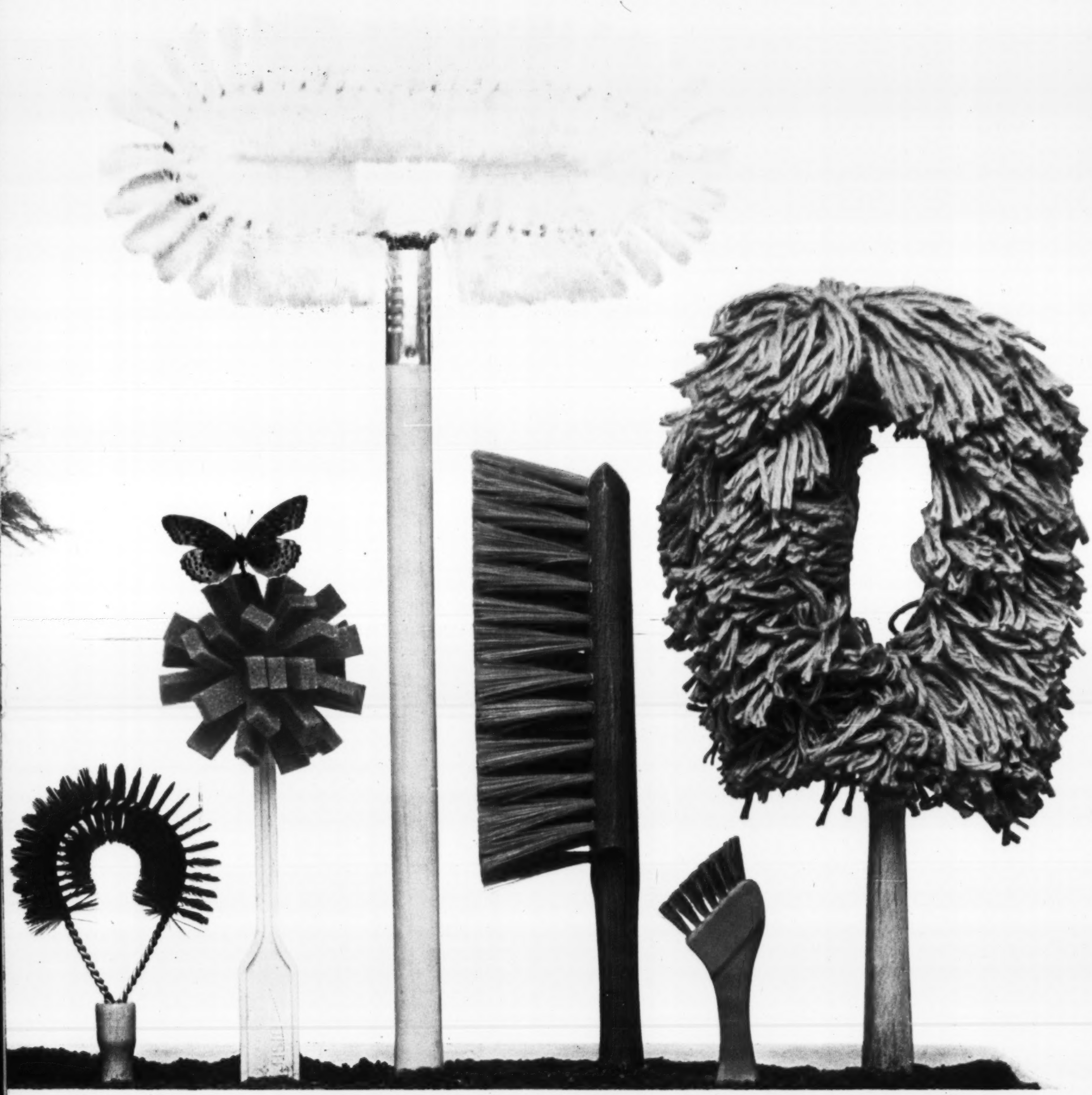
New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Better brush up on the new American Home

You already know (we hope) that American Home devotes more of its pages to building, remodeling, meal planning, home furnishings, household equipment and gardening than any other major magazine.

But do you know it's a bouquet of new color, bristling with new excitement and bursting its bindings with bright ideas for the new way of living? Look again at this colorful spread from the current issue. The brushes in the flower box not only perk up the page—but lead directly into the most comprehensive piece on new brushes ever printed by a major magazine.



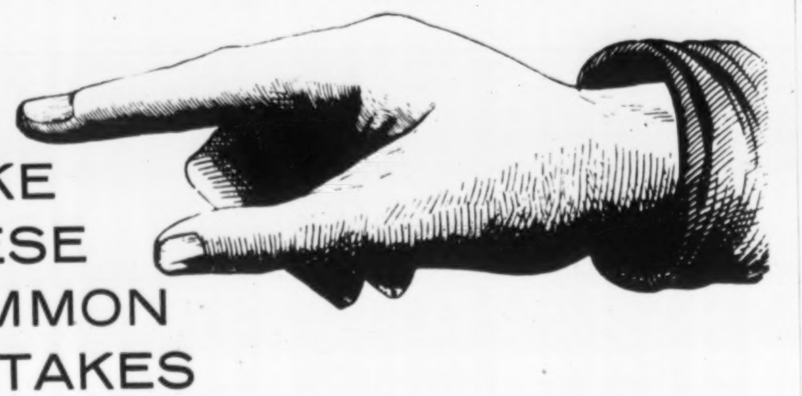
That's how the new American Home does things these days. It covers a wider range of subjects and delves into each of them more thoroughly. This new look and depth of information are served up by the youngest, most imaginative editorial talent in the home service field.

It will pay for you to brush up on the exciting changes going on in the new American Home. Brush up on all the 12,000,000 buy-minded men and women who practically live by American Home every month of the year. Brush up your profits now with the home service magazine of the sixties.

AMERICAN
HOME

A CURTIS MAGAZINE

DO YOU MAKE THESE COMMON MISTAKES



in getting hotel reservations? — Take minutes when just 4 seconds will do? Neglect to use Sheraton's Reservatron, the world's fastest reservation service? In short, do you phone any hotel other than the 54 clearly marked "Sheraton"? We offer a **fat free booklet** to the first 8,742 people who write, helping us test this ad. It's a stout 96 pages and gives the lowdown on Sheraton facilities in 39 cities. Address: Sheraton Corp., Ad Age Ad #4, 470 Atlantic Ave., Boston, Massachusetts.

Available Market Data—Regional

To secure copies of data listed, use the handy coupons

sales for the 48 counties in Iowa, Nebraska, South Dakota and Minnesota covered by the newspaper.

6201. *Characteristics of Reader's Digest Households and Readers in the West.*
A 28-page booklet issued by *Reader's Digest,* western edition, breaks down circulation by characteristics such as age groups, sex, income, education, occupation, possessions and purchases.

6202. *The Carolinas Market.*
Dwelling units, income and retail sales in total and by category for the North Carolina and South Carolina areas covered by eight newspapers are outlined in a folder issued by the group, known as Piedmont P. M. Package, 1005 Liberty Life Bldg., Charlotte, N. C.

6203. *Puerto Rico Consumer Preferences.*
Consumer preferences in 80 different product categories in the urban areas of Puerto Rico are covered in a brochure issued by *El Mundo,* WKAQ and WKAQ-TV, Box 1072, San Juan.

6204. *New England Liquor Distribution.*
A 76-page booklet published by the New England Newspapers Advertising Bureau, 515 Statler Building, Boston, covers retail distribution of beer, wines and liquors in New England, including number of outlets stocking brand and per cent of distribution.

6205. *New England Grocery Distribution.*
A 150-page booklet issued by the New England Newspaper Advertising Bureau covers retail distribution of 573 brands of grocery store products including number of chains and number of independents stocking brand and per cent of distribution, in 42 New England areas.

6206. *New England Automotive Sales.*
Outlets for gasoline, passenger cars and tire-battery-accessories and the annual sales of each by states in New England are covered in a booklet issued by the New England Newspapers Advertising Bureau.

6207. *Pet Foods in the West.*
A survey of readers by *Sunset* is summarized in a booklet, giving data on ownership of pets and including number and types owned, and breeds of dogs. Dog foods and cat foods used by brand and types are covered.

6208. *Western Travel.*
A brochure issued by *Sunset* reports on a survey of readers in California, Oregon and Washington, covering their vacation trips, duration, distances covered, areas visited, transportation used and future travel plans.

6209. *Western Auto Buying.*
Automobile ownership and buying plans are covered in a survey report issued by *Sunset* and dealing with readers in West Coast states.

6210. *Western Building.*
Building and remodeling activities and plans of *Sunset* readers are covered in a survey booklet issued by the magazine.

6211. *Wines Used in West.*
Wine consumption by types of wine among readers is covered in a survey booklet issued by *Sunset.*

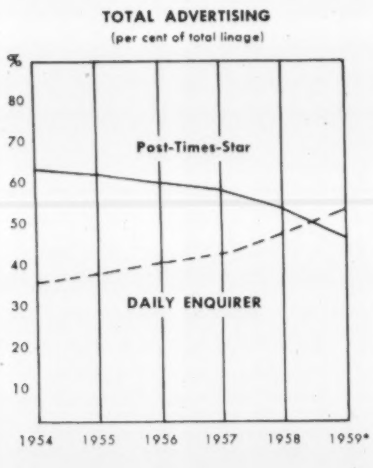
6212. *Herbs, Spices, Condiments.*
Types of herbs, spices and condiments used by *Sunset* readers in the West are covered in a survey report published by the magazine.

6213. *East Coast Population Centers.*
A 36-page brochure issued by John Donnelly & Sons, Boston, gives number of its outdoor panels and population of 51 principal markets comprising 588 cities and towns along the East Coast from Maine to Florida.

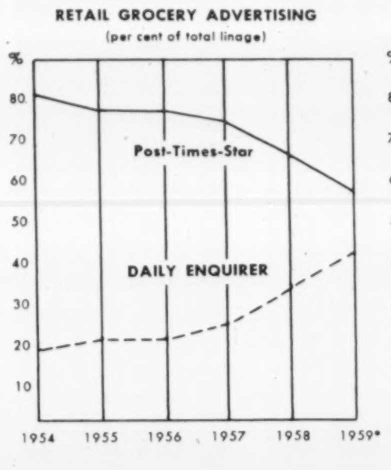
6214. *The Southeast.*
A marketing analysis of the South, including its growth in population, income, retail sales, tv homes and tv set penetration, are covered in a brochure issued by Avery-Knodel Inc., New York.

6215. *Southern Automotive Data.*
Three charts issued by *Southern Automotive Journal* compare the southern and southwestern automotive trade with the re-

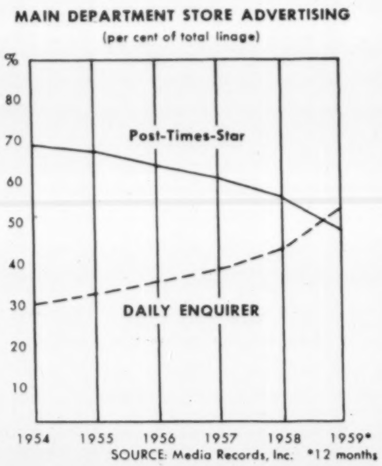
12-month figures for '59 confirm the **solid** trend to the "morning"... *in solid Cincinnati*



TOTAL ADVERTISING
(per cent of total linage)



RETAIL GROCERY ADVERTISING
(per cent of total linage)



MAIN DEPARTMENT STORE ADVERTISING
(per cent of total linage)

SOURCE: Media Records, Inc. *12 months

The 12-month figures are in! And the trend to the morning continues. Picking up momentum as more and more advertisers, local and national, pick the newspaper that reaches the solid market-that-matters in this great metropolitan area. Note the upswing, not only in total advertising, but also in the two significant *retail* classifications in the charts above. Total retail has climbed from 34.9% to 51.1% in 5 short years. And it's still climbing. For a good look at what's happening . . . and why . . . write, wire or phone The Enquirer's Research Department for a copy of the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

Solid Cincinnati reads the Cincinnati Enquirer*

**10th Largest Newspaper in the U. S. in Total Adv. M/R 1959.*

Red Ball Advertising Manager says:

"40% of Red Ball's top retailers ordered our Family Circle displays"— that's Family Circle's

ACTIVISM!

Family Circle
fabrics are the fashion when they're
Red Ball
Summerettes
Summerettes
as advertised in
Family Circle

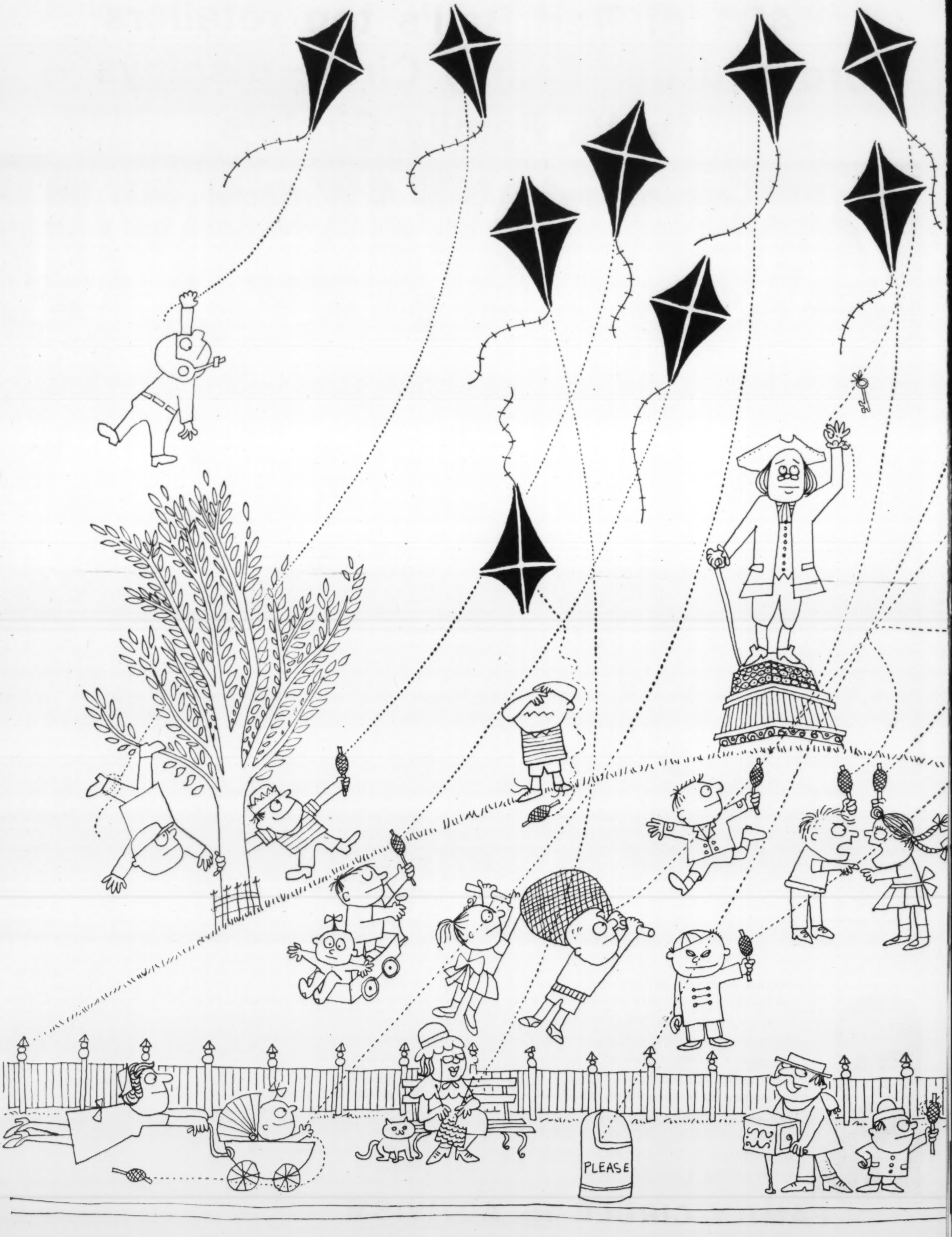
Red Ball Footwear's Advertising and Sales Promotion Manager, R. T. Clark, writes, "Our Summerettes advertising in Family Circle is among the most successful Red Ball ever ran in a mass consumer magazine. It paid off in hundreds of major tie-ins with leading shoe retailers across the country. We feel that the more than five million women shoppers who read Family Circle are the best volume market of any publication for increasing our sales. So we are stepping up our advertising in your magazine."

Red Ball knows what more and more advertisers have proved – that Family Circle ACTIVISM gets action. The way retailers respond to Family Circle promotions is a big part of ACTIVISM. In the thousands of stores where Family Circle is sold, and in the countless others where Family Circle advertisers market their products, retailers know that tying in with Family Circle promotions and displays builds sales to Family Circle readers. This is ACTIVISM at work. Want action? – get ACTIVISM!

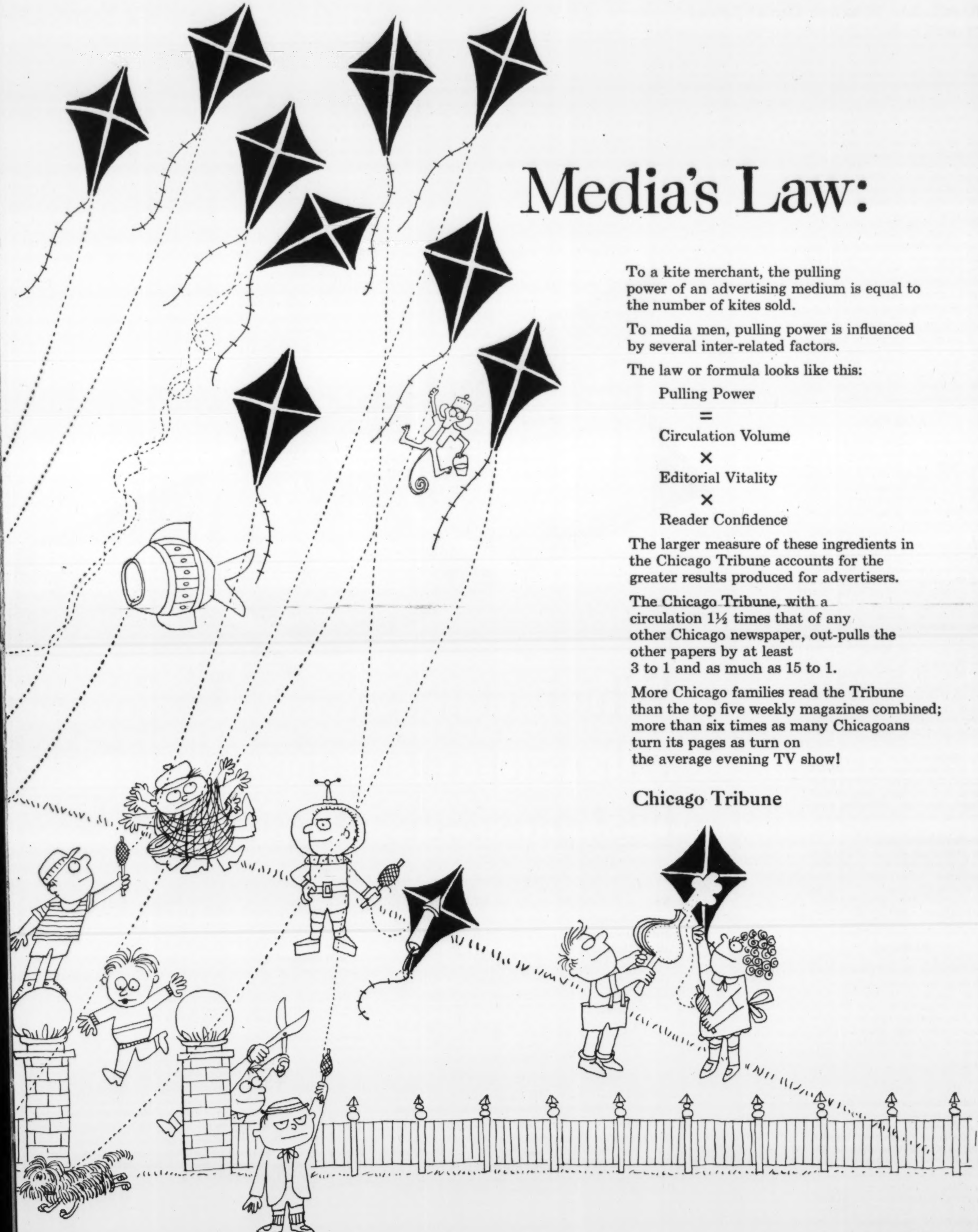
Family Circle
SCHIZOPHRENIA
10

the dynamic new concept of total magazine performance!

FAMILY CIRCLE IS ACTIVISM


PLEASE

Media's Law:



To a kite merchant, the pulling power of an advertising medium is equal to the number of kites sold.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

Available Market Data—Local

To secure copies of data listed, use the handy coupons

mainder of the U. S., as to retail sales, gasoline consumption and vehicle registration.

6216. *Southern Electrical Construction.*
Three charts issued by *Electrical South* show the growth in southern and southwestern electrical construction, 1955-59, and cover transmission line construction, electrified farms and commercial and utility customers.

6217. *Southern Hardware.*
A series of charts issued by *Southern Hardware* shows retail sales increases, increases in income payments to individuals and lines handled in the hardware trade in the southern and southwestern states.

6218. *Southern Building Supplies.*
A series of data sheets issued by *Southern Building Supplies* shows year-round monthly distribution of residential construction, number of dealer establishments and lines handled in the South.

ALABAMA

3000. *Huntsville, Alabama . . . Space Capital of the Free World.*
The *Huntsville Times* has produced a color brochure featuring retail sales, buying power, employment and population of its circulation area.

3034. *Little Rock Market Data.*
KARK-TV, Little Rock, has produced a data sheet including population, households, effective buying income and retail sales in its broadcasting area.

3199. *WAPI-TV Consumer Market Data.*
This is a sheet listing consumer market data for the counties in the WAPI-TV, Birmingham, coverage area on such items as population, families, tv families, consumer income and total retail sales, food sales, drug sales, automotive sales and farm population.

3361. *Mobile Market.*
A booklet issued by the *Mobile Press Register* covers Mobile population, employment, construction, shipping, utilities, industry, retail sales and retail outlets.

3750. *WBRC-TV Data.*
A folder issued by WBRC-TV, Birmingham, includes population, households, retail sales and food store, auto and drug store sales for its coverage area, plus a breakdown of these items for 46 counties in Alabama and Mississippi.

ARIZONA

3175. *Phoenix Brand Preferences.*
This is the seventh annual consumer analysis of the Phoenix market prepared by the *Phoenix Republic & Gazette.* It covers brand preferences, buying habits, economic data and distribution of brand products among Phoenix families.

3450. *Map of Tucson.*
A map of the metropolitan area of Tucson contains data on population, households, total retail sales and consumer spendable income. Issued by KMOP, Tucson radio station.

3451. *Data for Tucson.*
A data sheet issued by KMOP, Tucson, gives a breakdown on employment and population in the Tucson market.

3452. *Tucson Income.*
A breakdown of the total income of the Tucson market, showing how much money comes from the various lines of businesses, is published by KMOP, Tucson.

3656. *Tucson Data.*
Population, households, bank debits, utility connections, motor vehicle registrations and retail sales data are offered in a folder supplied by Tucson Newspapers Inc.

ARKANSAS

3176. *KATV Coverage Map.*
This is a complete county-by-county compilation of income, population, sales, business growth, highway traffic flow and railroad lines in the area covered by KATV, Little Rock.

3453. *KARK-TV Market.*
Population, families, buying income, and retail sales in several product categories for 45 counties in Arkansas, is contained in this sheet issued by KARK-TV, Little Rock.

CALIFORNIA

3001. *The Palo Alto Story.*
Pamphlet presents population, payroll and retail sales facts and figures of Palo Alto, issued by its chamber of commerce.

3002. *Southern California Market Data.*
Population changes, retail sales, households and income are titles of four pamphlets offered by Hearst Advertising Service, Los Angeles, and the *Los Angeles Examiner's* business research department.

3003. *Sales in the South Califor-*

Average nighttime television program
LIFE
POST
SCOTT CROSSFIELD

Which of these will reach more of your best prospects at least cost?

New nationwide study of 32,000 people reveals how you can get more value . . . and more sales . . . from your company's advertising budget

You may sometimes have wondered: "Will the money we put into advertising come back to us in *extra sales?*"

To help remove some of the guesswork in your advertising decisions, you now have a new, accurate way to measure the *true* cost of your advertising in each of four major magazines.

When you compare these costs with each other—and with the cost of television—you may get a surprise . . . a surprise that may be highly profitable for your company.

What the new measure is

Obviously, all that a magazine or television station can do for you is put your sales message before its particular audience.

So what you basically need to know is:

1. *How many times* will your message be shown?
2. *How often* will it be looked at by the average reader or viewer?
3. Are these people good prospects for *your* product?
4. What is it *costing you* to reach them?

And these are the answers . . .

Accurate answers can now be given—as a result of the largest study of its sort ever made, just completed by one of America's most respected researchers, Alfred Politz. The results are summarized in the table at right. You will quickly discover:

- Your sales message will be delivered (or "exposed") far more times through Reader's Digest than through the Post, Life or Look . . . or the average nighttime network TV show.
- You pay only 59¢ per 1000 for these "exposures" in the Digest—compared to 84¢ in Look, 85¢ in the Post, 98¢ in Life—and $1.63 on the average television program.

nia Market.

Market data on people, homes and retail sales; grocery, drug, beer and liquor outlets in Southern California has been issued by Hearst Advertising Service Inc. and the *Los Angeles Examiner's* business research department.

3004. *Southern California Market Data.*

Radio station KBIG, Hollywood, offers a report on households, passenger car registrations, effective buying income and retail sales of the Southern California population.

Use the Coupons in Requesting Data

3005. *Long Beach Market Study.*

A study showing population growth, occupations, manufacturers, local construction, incomes and per capita retail sales comparisons is offered by the *Long Beach Independent, Press-Telegram.*

3033. *Long Beach Market.*

The *Long Beach Independent, Press-Telegram* offers its annual survey of buying habits in 107 classifications of merchandise, including data on point of purchase, incomes, household composition and other related information.

Available Market Data—Local

To secure copies of data listed, use the handy coupons

3177. *Food Sales in Berkeley.*

A brochure issued by the *Berkeley Gazette* includes a breakdown of leading San Francisco Bay Area suburban markets by population, total retail sales, retail food sales, consumer spendable income and average income per family.

3179. *Continuing Home Audit.*

The *San Diego Union-Tribune* issues this home audit report every two months to cover the previous two months. It is based on an actual inventory of homes, checking grocery products, tobacco, cosmetics, drugs and toiletries, appliances, ready to wear and piece goods, automotive and miscellaneous items. It shows the standing in homes of different brands in comparison to one another.

3180. *San Diego Family Characteristics & Newspaper Readership.*

This is a study of the San Diego urban area showing characteristics of families in the area, broken down by occupation, income, standard of living, home ownership, race, age of people in the household, length of residence, number and age of children, size of dwelling, etc. It is issued by the *San Diego Union-Tribune.*

3181. *San Diego Market Analysis.*

A booklet issued by the *San Diego Union-Tribune* covers population, occupied dwelling units, employment, retail sales, sources of income, manufacturing, agriculture, tourist and port trade of San Diego.

3182. *San Diego Travel.*

This brochure shows how often San Diegans travel, means of transportation, average amount of money spent on vacations, organizations planning trips, where they go, credit cards held, months of travel and air, bus, rail and steamship facilities. It is issued by the *San Diego Union-Tribune.*

3183. *Los Angeles Fact File.*

This fact file, prepared by KNX, Los Angeles CBS radio outlet, compares statistically Los Angeles' economic and population growth against some of the other major U.S. markets.

3184. *Los Angeles Market.*

A market data booklet issued by KNX, Los Angeles, gives figures on the Los Angeles area plus comparison with other U.S. markets on population and families, construction, agriculture, effective buying income (per capita and per family), retail sales, industry, leading manufacturers, retail trade, traffic patterns and weather.

3185. *You and $2 Billion.*

A report issued by KNX, Los Angeles, is a study of the Los Angeles and Southern California food and grocery business. It covers Southern California shopping habits, food and drug expenditures in supermarkets and population distribution.

3186. *San Diego Market.*

A booklet issued by the *San Diego Independent* covers the growth of San Diego during the past ten years with the latest figures covering population, retail sales and manufacturers.

3187. *The Pasadena Market.*

A four-page folder issued by the *Pasadena Independent-Star-News* is devoted to income and sales information about the Pasadena market.

Better-off, better-educated people

The interviews also revealed that Digest readers are *far above average* in income and education. This fact is reflected in their unusually high spending for automobiles, appliances, clothing, insurance, foods, leisure goods—and scores of other products included in the study.

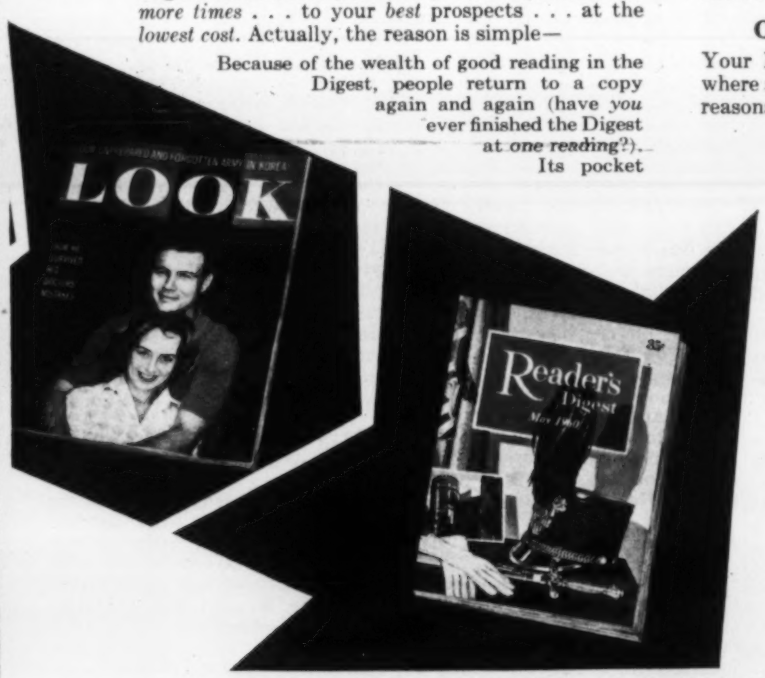
And here is a significant comparison:

> The best-educated group pick up and read a copy of the Digest twice as often as the least-educated—and consequently *look at your advertisement twice as often.*
>
> Just the opposite is true of television audiences. A recent study by the Market Research Corporation of America shows that the more education people have—and the higher their incomes—the *less* they look at television.

Too good to be true?

Maybe it seems "too good to be true" that the Digest can deliver your company's sales message *more times* . . . to your *best* prospects . . . at the *lowest cost.* Actually, the reason is simple—

> Because of the wealth of good reading in the Digest, people return to a copy again and again (have *you* ever finished the Digest at *one reading*?). Its pocket size encourages this repeat reading; many people carry a copy with them to read whenever they have a chance.



Because of these repeated readings, your sales message is usually looked at *more than once by the same person* (and *three* people read each copy, on the average).

As a result, your advertisement in one issue is looked at a staggering 60,947,000 times. Or, to put it another way:

> *In one issue of the Digest, your company gets more than 60 million opportunities to make a sale.*

All other magazines cannot offer this valuable bonus of repeat readings, as the study clearly shows; some are looked at only once by a reader.

Television is not physically able to show your commercial more than once to the same person . . . unless you pay to have it broadcast a second time.

As the cost-per-exposure figures show, *these differences can mean major savings to advertisers.*

Other benefits advertisers enjoy

Your Digest messages will appear in a magazine where advertising is limited to reliable products and reasonable claims. And the Digest accepts no advertising for alcoholic beverages, tobacco, or patent medicines.

Your opportunities are further enhanced because people believe what they read in the Digest—in its editorial and advertising columns alike.

How to get your copy of the study

This important new research, co-sponsored by Reader's Digest and the Saturday Evening Post, is fully reported in the 84-page book, *Advertising Exposure.* By reading this report, you will understand how Reader's Digest helps produce remarkable sales results for so many of America's largest and most successful businesses.

Copies are free to advertisers and advertising agencies; available to others for $5. For yours, write or call Fred D. Thompson, Reader's Digest, 230 Park Avenue, New York 17, N.Y.

Now see what you really pay to deliver your advertising 1000 times

	Exposures per Person to a Page or Commercial Minute	Total Exposures to a Page or Commercial Minute	Cost per 1000 Exposures
READER'S DIGEST	1.7	60,947,000	59¢
SATURDAY EVENING POST	1.3	30,861,000	85¢
LOOK	1.1	30,702,000	84¢
LIFE	1.0	30,110,000	98¢
ALL 4 MAGAZINES COMBINED	2.3	152,620,000	77¢
AVERAGE NIGHTTIME NETWORK TV PROGRAM	1.0	17,419,000	$1.63

Magazine figures are based on new Politz study, *Advertising Page Exposures in Four Magazines;* costs are for a black-and-white page. Television figures are Reader's Digest estimates based on the year 1959.

People have faith in **Reader's Digest**

Largest magazine circulation in the U.S. Over 12,000,000 copies bought monthly

WESH-TV
NBC
PREFERRED IN
ORLANDO-DAYTONA MARKET

Available Market Data—Local

To secure copies of data listed, use the handy coupons

3188. *Pasadena Growth.*
A brochure issued by the *Pasadena Independent-Press-Telegram* covers the growth of the area in the past 10 years, including industry (types of manufacture and payroll) and retail sales.

3189. *Pasadena, Good Financial Market.*
A report prepared by Ridder-Johns, 681 Fifth Ave., New York, shows Pasadena's bid to title of a financial market with data on its stock and bond brokers, households with income of more than $10,000, effective buying income of residents, number of college graduates and managerial or professional workers.

3190. *Alcoholic Beverage Sales in San Jose.*
San Jose's national ranking in the sales of 10 different liquor types is presented in this study prepared by Ridder-Johns, New York. San Jose's performance is compared with that of other U.S. cities which are larger in population but lower in liquor sales.

3191. *Bay Area Data.*
The growth of the East Bay counties in the San Francisco Bay Area is detailed in this 22-page booklet issued by the *San Jose Mercury & News*, covering population, births, school attendance, incomes, construction, automobile registration and retail sales.

3192. *San Jose Data.*
The growth of San Jose during the past decade is presented in this 19-page booklet issued by the *San Jose Mercury & News*. Included are employment and position in the food and drug sales field, in comparison with other U.S. markets.

3193. *KTTV Data.*
This folder, detailing the coverage of KTTV, Los Angeles, includes data on homes and population for this Southern California area.

3194. *Biography of a Cavalcade.*
This booklet gives audience reaction to the "Cavalcade of Spots," a half-hour program of commercials last year on KTTV, Los Angeles. It also includes a qualitative study of the audience in terms of income.

3195. *San Jose Retail Sales.*
This is an annual summary of quarterly reports on taxable retail sales in metropolitan San Jose-Santa Clara county for 1959. Data shown is for 43 outlet classes and types and summary data is contained for major cities in the area. The report, by the *San Jose Mercury & News*, also includes comparisons with 1958.

3196. *The Riverside Market.*
This is a composite of Riverside County market information including comparative growth statistics on population, income, buying power, circulation, sales, industries, etc. It is issued by the *Riverside Press-Enterprise*.

3362. *Metropolitan San Jose.*
A comparison of retail sales in San Jose for 1958 and 1959 is included in a bulletin published by the *San Jose Mercury & News*.

3363. *San Jose Shopping Center.*
Data on shopping centers in Santa Clara County, including estimated sales, is covered in a report by the *San Jose Mercury & News*.

3454. *Retail Sales—Los Angeles County.*
A data file issued by the *Los Angeles Citizen-News* and *Advertiser* contains retail sales and names and locations of supermarkets and independent and chain food stores in Los Angeles County, and a map of the Los Angeles County market, divided into 16 major economic areas.

3455. *The Los Angeles Metropolitan Market.*
Population, households, retail sales and spendable income in the Los Angeles metropolitan market are listed in a booklet published by the *Los Angeles Examiner*.

3456. *Los Angeles Data.*
Population, families, effective buying income, retail sales and food sales in the Los Angeles area, including six counties and parts of two others, are found in this sheet issued by KCOP, Los Angeles tv station.

3457. *Sacramento Data.*
Population, retail sales, families and effective buying income for 26 California counties surrounding Sacramento are covered in a data sheet issued by KCRA-TV, Sacramento.

3458. *Bakersfield Data.*
This data sheet covers the counties of Fresno, Kern, Kings, Madera and Tulare, surrounding Bakersfield. Listed are population, families, retail sales and effective buying income. Issued by KERO-TV, Bakersfield.

3459. *San Diego Data.*
Families, buying income, food and drug sales, population and retail sales for Imperial, Orange, Riverside and San Diego counties are included in a data sheet issued by KFMB-TV, San Diego.

3460. *Top Ten Brands in Los Angeles.*
A survey of brand preferences of Los Angeles shoppers gives the top ten brands of many food, drug, automotive and appliance products in a booklet issued by the *Los Angeles Herald Express*.

3461. *San Francisco Bay Area Market.*
Population, retail sales, households and income per family for ten counties which constitute the San Francisco-San Jose area are included in a bulletin issued by KEEN, San Jose radio station.

3462. *A Profile of Beverly Hills.*
A study on the high-income area of Beverly Hills, including average family income (highest in the nation), apparel sales, and auto sales, is covered in a brochure published by David B. Heyler Publications, Beverly Hills.

3463. *Bakersfield-Southern Valley Market.*
Population, retail sales, effective buying income and food sales in the Bakersfield metropolitan area is found in this booklet issued by KERO-TV, Bakersfield.

3464. *Food Sales Are High in Berkeley.*
A map-folder issued by Berkeley Gazette Publishing Co. contains figures on retail sales, consumer spendable income, population, retail food sales and average income for Berkeley.

3465. *Sacramento Market Data.*
A report issued by the *Sacramento Bee* covers population, employment, income, sales and agricultural data on Sacramento and its 19-county market.

3466. *Modesto and Its People.*
Population, employment, income, sales and agricultural information on Modesto and its two-county market are analyzed in this report issued by the *Modesto Bee*.

3467. *The Fresno Market.*
Fresno's four-county market, including population, income, employment, sales and agricultural data, are covered in a report published by the *Fresno Bee*.

3468. *The 24 Daily Newspapers of Los Angeles County.*
The extent of suburban markets in relation to the urban area, plus up-to-date population and sales figures, are included in a brochure issued jointly by the *San Gabriel Valley Daily Tribune* and *Evening Outlook*, Santa Monica, and *Valley Times*, North Hollywood.

3469. *California's Fourth Market.*
Population, employment, total retail sales and motor vehicle registrations for the coverage area are included in an eight-page booklet issued by the *San Bernardino Sun-Telegram*.

3590. *Population Changes in the Los Angeles-Southern California Area.*
This booklet shows population for Jan. 1, 1960, by sales districts and by individual cities within sales districts. A comparison with the 1950 Census also is included. Issued by Hearst Advertising Service, Los Angeles.

3621. *Chico-Redding Market.*
Population, retail sales, homes and television homes are contained in a brochure published by KHSL-TV, Chico.

3622. *Pasadena Market.*
Effective buying income, retail sales, food store sales, general merchandise, automotive sales and drug store sales are included in a brochure issued by the *Independent* and *Star-News*, Pasadena.

3623. *Los Angeles County Market.*
Population, spendable income, retail sales, general merchandise and automotive sales are contained in a booklet prepared by the *Independent* and *Star-News*, Pasadena.

3624. *Los Angeles-Long Beach Food Market.*
Population and food store sales, plus a summary of ad plans of key food advertisers, are contained in a report prepared by the *Independent* and *Star-News*, Pasadena.

3642. *Pasadena Drugs, Proprietar-*

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

Name .... Title ....

Company ....

Address ....

City & Zone .... State ....

This coupon will not be serviced after July 15, 1960

Sell 6 Rich Negro Markets Thru ROUNSAVILLE RADIO!

The 1,433,000 Negroes in six metropolitan areas covered by Rounsaville Radio earn a *spendable* income of 824 million dollars annually. They spend 80% of their gigantic income for consumer goods—*quality, name brand* products! And Rounsaville Radio is the only medium that reaches and *sells* this vast consumer group! Rounsaville Radio is patterned to Negro tastes, programs 100% to Negroes with Negro talent. All six Rounsaville Stations are rated Number-One by both Pulse and Hooper! Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

Personal Letter

Negroes listen, believe — and most important — *respond* to Rounsaville Radio. We feature Negro disc jockeys and personalities, schedule programs the Negro likes and listens to. No matter what your budget . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Rounsaville Radio or you completely miss the Negro consumer in these six important markets! Try Rounsaville Radio —you'll see! We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

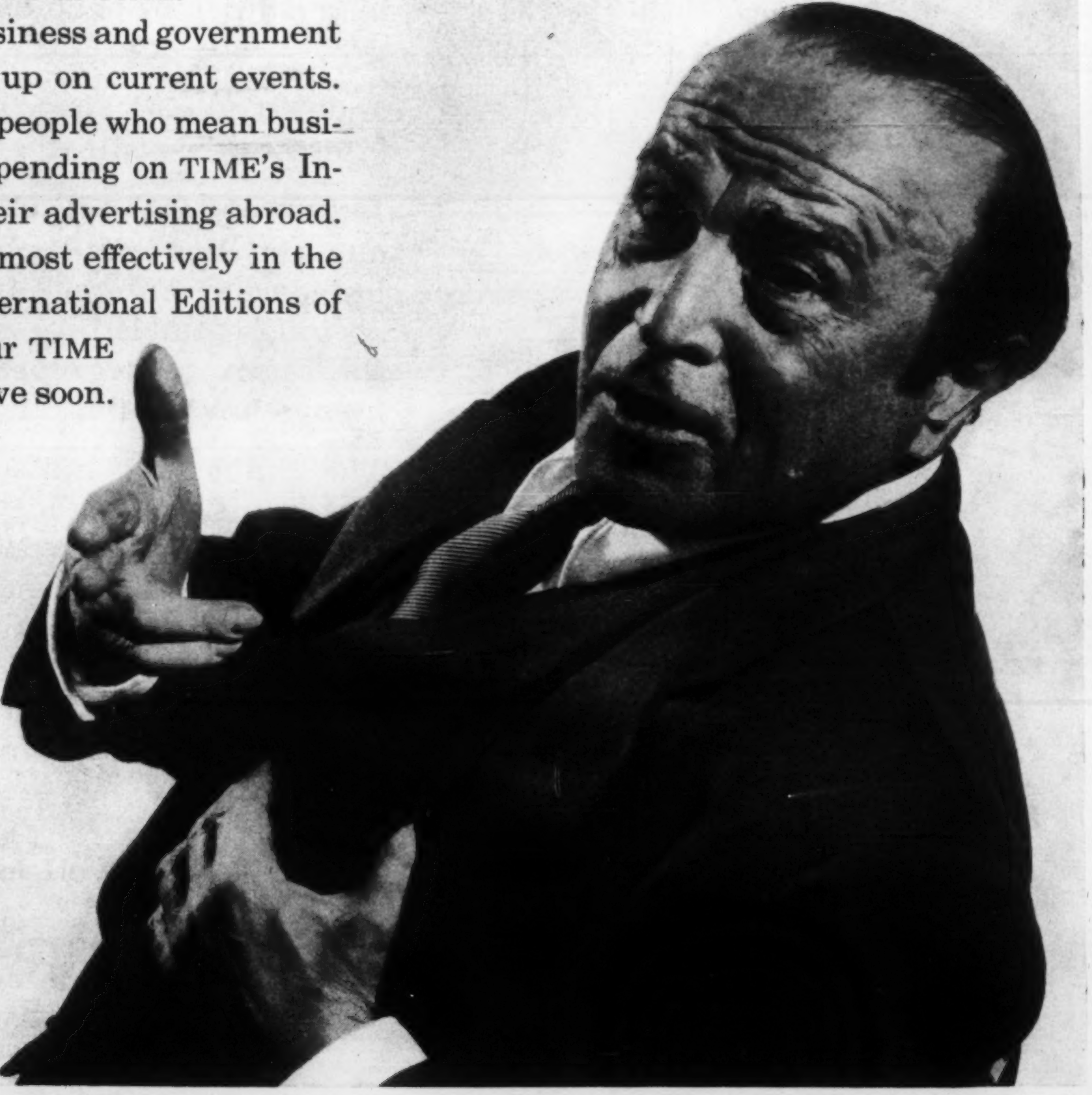
»Nehmen Sie doch Platz. Ich habe Ihre Anzeigen in Time gelesen«

IF YOU ADVERTISED in TIME's Atlantic Edition and were calling on an important new prospect in West Germany, he'd probably greet you with, «Nehmen Sie doch Platz. Ich habe Ihre Anzeigen in TIME gelesen.» —"Take a seat—I've read your ads in TIME."

Throughout the free world, business and government leaders count on TIME to keep up on current events.

And because TIME gets to the people who mean business, more businessmen are depending on TIME's International Editions to carry their advertising abroad.

If you, too, would like to sell most effectively in the world marketplace, put the International Editions of TIME to work for you. Call your TIME International sales representative soon.



TIME's Atlantic Edition. Published in English, the business language of the world, to reach decision-makers throughout Europe, the Middle East and Africa. News content is identical to TIME U. S. with advertising specific for the area. TIME Atlantic is printed in Paris and air-speeded to major cities for delivery to readers the same day as TIME in the U. S. Latest ABC circulation: 158,438 (six months average ending December 31, 1959). European sales offices: London, Paris, Dusseldorf, Zurich.

Our Man in India

Arthur Godfrey has never been content to coast. He is a perpetually *interested* man—in our world, in the different people and things in it.

Perhaps that is why he is so interesting to others, and so successful in a business in which you must interest others, all the time.

In February, Arthur Godfrey went off to see India and the East. As listeners already know from broadcasts sent back from the scene, it has been an unforgettable time. On his return, they will be sharing even more closely in the adventure. And he knows how to share it.

The Embassy of India in Washington, commenting on his visit, exactly described the impact of Arthur Godfrey on the air. "We are additionally pleased," they said, "that it is Mr. Godfrey who is bringing these reports to radio listeners in the United States, because we have a rather firm impression that *Mr. Godfrey . . . has a remarkably strong rapport with the American public.*"

And so he has.

Advertisers, as well as embassies, well know it.

The CBS Radio Network

Available Market Data—Local

To secure copies of data listed, use the handy coupons

ies and Cosmetic Sales.
Analysis of the sales of drugs, proprietaries and cosmetics in the Pasadena market, including a summary of retail outlets and a marketing map, has been published by the *Independent* and *Star-News*, Pasadena.

3657. *Los Angeles Grocery Map.*
Locations of major grocery chains and the number of store outlets in the Los Angeles area are reported on a map issued by the *Los Angeles Evening Herald-Express.*

3658. *Top Ten Brands in Los Angeles.*
Contains 130 different categories, largely food products, showing consumer preference in the Los Angeles market, with product buying profiles of consumers. Issued by *Los Angeles Evening Herald-Express.*

3659. *Los Angeles Area Population.*
The *Los Angeles Evening Herald-Express* has issued a booklet containing a breakdown of population figures for the Los Angeles area.

3660. *Travel Market.*
Data includes passports issued or renewed, domestic airline originations and destinations of travelers in this study of the Los Angeles travel market issued by the *Los Angeles Mirror News.*

3661. *San Bernardino Data.*
Population, building permits, brand preferences, gas station and automobile sales, income level, etc., are included in a booklet issued by the *San Bernardino Sun & Telegram.*

3751. *Los Angeles Population.*
Population and dwelling unit gains and losses for the 16 major economic areas in Los Angeles County from 1950 to 1959, plus population density and 1960 population forecast, with a map of the area, is offered by the Times-Mirror Co.

3752. *Los Angeles Census Data.*
Population and dwelling units by census tracts in Los Angeles, grouped into census of business, major and minor economic areas, for 1960, with a census tract map included, is available from the Times-Mirror Co.

3753. *Los Angeles Shopping Centers.*
The Times-Mirror Co. has available a list of existing, new and proposed shopping centers in the Los Angeles metropolitan area, and a breakdown by the 16 major economic areas in the county, with a county map included.

3754. *Los Angeles Retail Growth.*
A chart from the Times-Mirror Co. shows the number of licensed outlets and total taxable sales by store type in the Los Angeles metropolitan area from 1950 to 1958.

3755. *California New Car Registrations.*
A listing of new car registrations for California, including a month-by-month report for Los Angeles County, Southern California and the state for the first nine months of 1959, is offered by the Times-Mirror Co., Los Angeles.

3756. *California Import Car Market.*
The Times-Mirror Co., Los Angeles, has published a list of California new imported passenger car registrations by make, broken down to include Los Angeles County and Southern California, from 1954 to 1958.

3757. *California Auto Market.*
A table from the Times-Mirror Co., Los Angeles, shows total motor vehicle registrations by county in California for 1959.

3758. *Los Angeles Auto & Equipment Sales.*
A chart showing how each of the 16 major economic areas in Los Angeles County fared in the sale of autos, tires and batteries in 1959, with a map included, is available from the Times-Mirror Co.

3759. *Los Angeles Drug Store Sales.*
The Times-Mirror Co. offers an analysis of retail drug store sales and outlets for each of the 16 major economic areas in Los Angeles County.

3760. *Southern California Population.*
A tabulation of population and households in ten Southern California counties, plus cities, showing figures for 1940, 1950, 1955-60, plus 1970 and 1980 forecasts, is available from the Times-Mirror Co.

3761. *Southern California Dwelling Units.*
The Times-Mirror Co. has published a listing of the number of dwelling units included in building permits and total valuation of ten Southern California counties, plus major cities, 1953 through 1959.

3762. *Southern California Employment.*
Employment by classification in ten Southern California counties, and employment by industry in the ten counties, including cities, for July 1957 and 1958, is offered by the Times-Mirror Co.

3763. *Southern California Household Income.*
Income breakdown of households in ten Southern California counties for 1958, including effective buying income, is tabulated by the Times-Mirror Co.

Use the Coupons in Requesting Data

3764. *Southern California Bank Deposits.*
Bank deposits in ten Southern California counties for 1958 is available from the Times-Mirror Co.

3765. *Southern California Crop Acreage.*
The Times-Mirror Co. offers data on long term crop acreage cultivated and f.o.b. value of farm products by type in ten Southern California counties for 1958.

3766. *Southern California Retail Sales.*
A listing of retail sales by store groups in ten Southern California counties (1954 business census and 1958 estimates) is offered by the Times-Mirror Co.

3767. *San Jose Consumer Analysis.*
An annual study of brand preferences in food, drugs, beverages, appliances and cars, plus population characteristics for the San Jose trading area, is available from the *San Jose Mercury & News.*

3800. *Los Angeles Family Income.*
Family income in 1959 for each of 16 economic areas in Los Angeles County is listed on a data sheet issued by the *Los Angeles Times.*

3801. *Buying Traffic.*
Relationship between population and buying traffic in such classifications as store sales, refrigerators and house dresses in Los Angeles County is shown on a data sheet issued by the *Los Angeles Times.*

3802. *Food Product Usage.*
A folder issued by the *Los Angeles Times* shows trends in relative usage of food store items and household supplies, listing types of product and per cent of homes having any brand on hand in Los Angeles County.

3803. *TV, Appliance, Furnishings Audit.*
The per cent of homes buying within a year preceding the audit in various home appliances and furnishings is shown for Los Angeles County on a data sheet issued by the *Los Angeles Times.*

3804. *Men's Clothing Audit.*
The per cent of homes buying within the past year is shown for men's suits, shirts, sports wear, boys' wear, shoes and socks in each of 16 areas in Los Angeles County, in this data sheet issued by the *Los Angeles Times.*

3805. *Women's Apparel Audit.*
The per cent of homes buying within the past year is shown for various types of women's apparel in 16 areas of Los Angeles County on this data sheet issued by the *Los Angeles Times.*

3806. *Los Angeles Market.*
A 69-page booklet issued by the *Los Angeles Times* covers Los Angeles County growth, national rank, housing, income, industry and employment, population, auto registrations and retail sales.

3807. *Los Angeles Cigaret Audit.*
The per cent of homes buying each of 16 brands of cigarets in Los Angeles County, 1955-58, is listed on a data sheet of the *Los Angeles Times.*

COLORADO

3197. *Denver Consumer Analysis,* 1959.
This is a survey of the Denver metropolitan market, including family buying habits, brand preferences and store distribution, covering foods, appliances, garden supplies, automobiles and automotive supplies, clothing, soaps and detergents, wines and liquors, furniture, stocks and bonds, home ownership, population and income. Issued by the *Denver Post.*

3198. *Housewife Brand Preferences.*
This is a report by the Mountain Newspaper Research Institute covering Pueblo and Greeley, Colo., and Cheyenne, Wyo. It gives housewife brand preferences on foods and other household items.

3591. *Pueblo Brand Preferences.*
This 31-page report shows results of a survey, by Research Services Inc., of 57 food items. Issued by the *Pueblo Star-Journal & Chieftain.*

3592. *Pueblo Liquor & Beer Sales.*
A survey showing distribution and sales position by brand for liquor, wine, beer and malt liquor was made in 25 liquor stores, plus 25 grocery stores on beer. Issued by the *Pueblo Star-Journal & Chieftain.*

3593. *Pueblo Facts.*
This vest-pocket size booklet includes data on the agriculture, banking, climate, economic characteristics, industry, housing, population and transportation of Pueblo. Available from the *Pueblo Star-Journal & Chieftain.*

3594. *Information & Statistics on Pueblo.*
Population, gross sales, bank deposits, postal receipts, building permits, license plates and employment of Pueblo are covered in this 15-page brochure. Available from the *Pueblo Star-Journal & Chieftain.*

3639. *Colorado Motor Vehicle Licenses.*
Colorado motor vehicle licenses, sales and receipts by counties for 1958 are listed in a report published by the *Colorado Rancher & Farmer*, Denver.

3640. *Colorado Motor Fuel Tax Refunds.*
Motor fuel tax refunds, listed by classification, for the fiscal year ended June 30, 1959, are contained in a report issued by the *Colorado Rancher & Farmer*, Denver.

3662. *Brand Preferences.*
The *Trinidad Chronicle* offers this study of housewife preferences in 57 general food and household item categories in Trinidad.

CONNECTICUT

3006. 1960 *Fact Book.*
The Hartford Courant offers this pamphlet containing latest population figures by cities and counties, auto registrations, food stores business and store locations.

3007. *New England Grocery Market Survey.*
This four-page folder details the retail distribution of grocery products in chains and independent stores. Issued by New England Newspapers Advertising Bureau and the *Middletown Press.*

3031. *Ansonia Summary.*
A four-page folder, listing Ansonia's retail sales, households and population data, is issued by the *Evening Sentinel*, Ansonia.

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Busmanship

In The New York Times Magazine, you learn a bus driver's view of Manhattan's explosive population: "Ladies are so bad that men no longer give seats to them. Men always sit in the rear of the bus and pretend they don't see ladies standing in the aisle. Or men'll put newspapers up to their faces . . . Men are so interested in keeping their seat sometimes that they go right past their stop."

Survival

In The New York Times Magazine, you learn how some commuters keep from exploding: Are bar cars a good thing? . . . A Chicago psychiatrist reported that the "daily reunion problem" between husband and wife can be ameliorated if he will have a snort after leaving the office and before walking in the front door.

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Available Market Data—Local

To secure copies of data listed, use the handy coupons

3625. *Hartford Market.*
A market analysis of population, sales and number of outlets in the retail and wholesale trade is included in a brochure published by the *Hartford Times*, Hartford.

DELAWARE

3008. *This is Delaware.*
Buying power, retail sales and population of the state's three counties are presented in a booklet by the News-Journal Co. and Story, Brooks & Finley Inc.

3009. *Wilmington's Top Ten Brands.*
This personal interview survey reports the top ten brands in 130 food, drug and appliance categories; consumer buying profiles, sales and population characteristics of Wilmington and New Castle County. It was prepared by Dan E. Clark II & Associates, Stanford, Cal. It is available from the *News-Journal.*

3081. *Wilmington Market.*
A brochure prepared by Star-News Newspapers, Wilmington, lists population, families, effective buying income, retail sales, farm income, media coverage, drug list, grocery list, liquor sales, retail trade zone and broadcast locations.

3082. *Piedmont Market.*
The Piedmont market is broken down by population, households, consumer income, total retail sales, food sales, automotive sales, general merchandise sales and cities of 5,000 or more population in the telecast area in a brochure published by WSJS, Winston-Salem tv station.

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3470. *Top Ten Brands in New Castle County.*
Brand preferences of persons living in New Castle County, including the city of Wilmington, for such items as cigarets, tv sets, automobiles, and many kinds of food, drug and cosmetic products are surveyed in a brochure published by the *Wilmington News-Journal.*

DISTRICT OF COLUMBIA

3220. *Washington* 1959 *Brand Survey.*
Product classifications included in this brand survey by the *Washington Post* comprise 63 foods and beverages, 15 laundry products and household products and nine toiletries as used by residents of the Washington metropolitan area.

3221. *Grocery Marketing Map.*
The *Washington Post* offers a map of the Washington metropolitan area with color symbols pinpointing the store locations of major chain and independent grocery supermarkets.

3222. *Washington Liquor Market Facts.*
An area and state breakdown of the 26-county Washington liquor market is provided by the *Washington Post*, showing population, income, methods of distribution, outlets and sales.

3223. *Auto Facts Book.*
A complete breakdown of new car registrations by makes with households, income, automotive sales and gasoline station sales for the 26-county Washington market is issued by the *Washington Post.*

3663. *The Washington Market.*
Population, households, effective buying income, retail sales and tv homes are covered in a booklet issued by WRC-TV, Washington, for its coverage area.

FLORIDA

3010. *Florida Retail Sales.*
County-by-county retail sales data in Florida, compiled by the University of Florida, is available from the *Fort Lauderdale News.*

3011. *Top Ten Brands in Miami.*
The *Miami Herald* offers a consumer inventory of the greater Miami market, reflecting buying patterns, population characteristics and brand preferences.

3012. *Analysis of Miami Market.*
Tv station WCKT, Miami, has issued a booklet analyzing the buying power, industry and population of the Miami market. Also included is a detailed breakdown of retail food outlets, department stores, drug store and other sales.

3225. *Florida Population Trends.*
This pamphlet depicts the population trends in Florida and the resulting effects upon retail and wholesale food business. Issued by the Branham Co.

3226. *Orange County Business Barometer.*
The Branham Co. offers, monthly, a list of the number of bank clearings, deposits, driver's licenses issued, employed, real estate sales, etc., in Orange County, Florida.

3227. *St. Petersburg Food Sales.*
This brochure lists food sales by counties and the food outlets in the St. Petersburg area. Issued by the Branham Co.

3228. *St. Petersburg Market Data.*
Population, families, retail sales, food sales and other market data for the St. Petersburg area are given in this brochure from the Branham Co.

3229. *Orlando, the Central Florida Market.*
The *Orlando Sentinel-Star* offers a list of population, households and effective buying income for the five counties which make up the Orlando metropolitan market.

3230. *Orlando Sales.*
A breakdown of retail sales into food, general merchandise, apparel, automotive, drugs and other classifications is presented in a data sheet issued by the *Orlando Sentinel-Star.*

3231. *Fort Lauderdale Data.*
A booklet issued by the *Fort Lauderdale News* contains population and retail, food, automotive and general merchandise sales.

3232. *Action in Daytona Beach.*
Contains population, families, effective buying income, retail sales, apparel sales, gasoline station sales, drug store sales and other data. Issued by News-Journal Corp., Daytona.

3233. *Orlando Market.*
A breakdown of population, households, consumer spending units, effective buying income, retail sales, etc., is given for the Orlando market, the five-county central Florida market, and the 10-county market in a report issued by the Branham Co.

3364. *Orlando-Daytona Beach Market.*
Population growth, buying power and retail sales, plus food chain warehousing patterns, in the Orlando-Daytona Beach area, is covered in a brochure issued by WESH-TV, Orlando.

3371. *Resources Development Board News.*
A three-year increase in population, employment, retail sales, automobile ownership, tourist accommodations, buying income, per capita income, and growth trends in building permits and real estate sales for Palm Beach County is covered in a booklet issued by its Resources Development Board, 311 Guarantee Bldg., West Palm Beach.

3471. *Top Ten Brands in Miami.*
A consumer inventory of the Miami market gives the brand preferences of consumers for food products, appliances, automotive products, drugs and tobacco products. Issued by the *Miami Herald.*

3472. *Population in Florida.*
A series of reports issued by Publisher's Representatives of Florida, Jacksonville, gives a county-by-county breakdown of population figures in Florida from 1950 to 1959. The reports also list population, buying income, retail sales, food sales and automotive sales for ten major Florida cities.

3473. *South Florida Market.*
A sheet issued by WPST-TV, Miami, contains population, families, effective buying income and retail sales for the counties of Broward, Collier, Dade, Glades, Hendry, Martin, Monroe, Palm Beach and Saint Lucie.

3474. *Jacksonville Market Data.*
Population, households, effective buying income, total retail sales, and sales for food stores, automotive, gasoline and drugs, for the Jacksonville metropolitan area, are contained in this report issued by WJXT, Jacksonville tv station.

3664. *Sarasota Market.*
Sales per household in the classifications of food, apparel, automotive, drugs and others are included in a report on Sarasota by the *Sarasota News.*

4012. *Tampa-St. Petersburg Market.*
The growth of Tampa-St. Petersburg, shown by percentage increases, plus current data on population and retail sales is contained in a booklet from WFLA-TV, due in May.

GEORGIA

3013. *Atlanta Retail Sales.*
A folder issued by radio station WSB, Atlanta, covers retail sales in total and by category, such as automotive, general merchandise, food and apparel.

3014. *Columbus Facts.*
A brochure offered by the *Ledger-Enquirer* Newspapers, Columbus, covers numbers and types of

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retail outlets, wholesalers and brokers.

3015. *Market Map.*
WGBA, Columbus, has issued a market map covering population, radio homes, income and retail sales in the area served.

3016. *Augusta Map.*
Spendable income, population and families are outlined along with a map of the area covered by WJBF, Augusta.

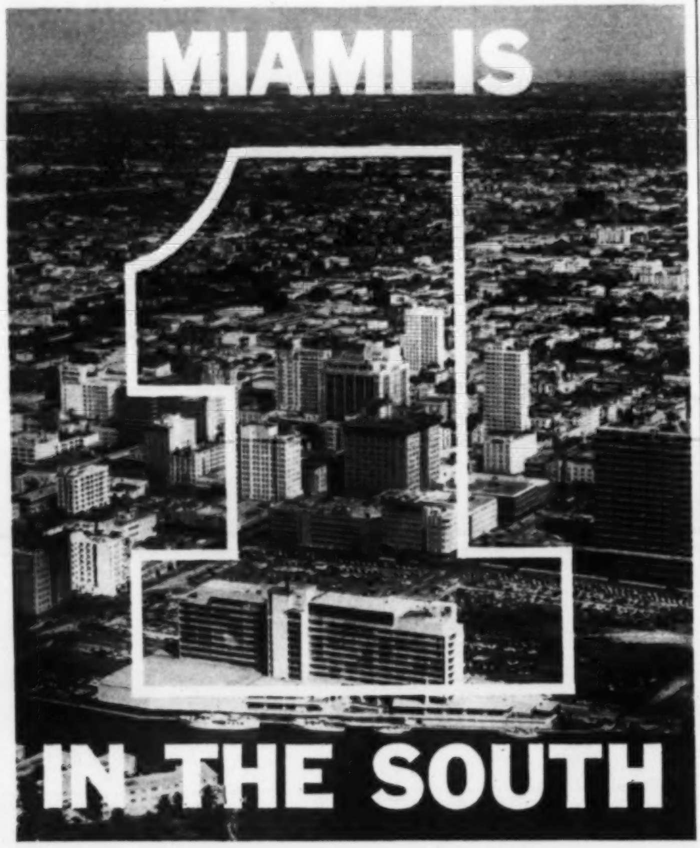
3234. *Columbus Market.*
The Branham Co. offers this brochure which gives population, households, consumer spending units, urban population, effective buying income, retail sales, food sales, etc., for the Columbus area.

3236. *Columbus Fingertip Facts.*
Ledger Enquirer Newspapers, Columbus, offers this brochure of population, effective buying income, retail sales, dwelling units and industries.

3365. *Augusta Facts.*
A brochure issued by the *Augusta Chronicle-Herald* covers sales potentials, retail and wholesale outlets, industrial and civic developments and transportation in Augusta.

3475. *Atlanta Data.*
A data sheet issued by WSB-TV, Atlanta, lists population, retail sales, families, effective buying income, and a breakdown on sales of food, general merchandise, furniture, automotive, drug and gasoline for the Atlanta metropolitan area.

3629. *Macon Data.*
Population, retail sales, food sales, effective buying income, families, and tv homes are included in a booklet issued by WMAZ-TV, Macon.



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HAWAII

3237. *50th State Market Analysis.*
A survey of market and economic factors in Honolulu is summarized in a brochure issued by the *Honolulu Advertiser*.

3476. *Consumer Analysis of Oahu, Hawaii.*
A survey of buying habits and brand preferences of people of the island of Oahu, upon which Honolulu is located, covers groceries, drugs, appliances, cars, automotive products and garden tools. Also included are family income, home owners, amount of insurance and pay days. Published by the *Honolulu Star-Bulletin*.

3488. *Market Study of the 50th State.*
An illustrated presentation of the Hawaii market, including size and make-up, Honolulu's share of total market, Hawaii families, population, buying habits and lists of retail chains is contained in a brochure issued by the *Honolulu Star-Bulletin*.

IDAHO

3238. *Boise Ready Reference Summary.*
A folder issued by the Statesmen Newspapers, Boise, lists population, households and retail sales in the area.

ILLINOIS

3018. *The Peoria Market.*
A 26-page booklet, including a map, population breakdown, farm facts, industry listings, transportation and distribution facilities, has been issued by WMBD, Peoria.

3019. *Mid-America's Must Market—Peoria.*
The *Peoria Journal Star* has produced a 16-page book on the central Illinois market, with data on population, buying, agriculture and industry.

3240. *Quad-Cities 1959-60 Market Edition.*
A 16-page tabloid section presents population, retail sales, effective buying income, employment, payrolls and specialized data on grocery, drug, automotive, gasoline, department stores and miscellaneous classifications for the Rock Island, Moline, East Moline, Ill., and Davenport, Ia., metropolitan area. Issued by *Moline Daily Dispatch* and *Rock Island Argus*.

3477. *Grocery Sales in Central Illinois.*
Locations of all chain grocery stores in Central Illinois—Western Indiana, plus population, homes, gross farm income and retail sales are included in a brochure compiled by WCIA, Midwest Television Inc., Champaign.

3478. *Chicago Data.*
A data sheet issued by WGN-TV, Chicago, lists population, retail sales, families, effective buying income and food sales for the Chicago metropolitan area.

3626. *Quad-Cities Data.*
Population, effective buying power, drug sales, gasoline service station sales and food sales for the Rock Island, Moline, East Moline, Ill., and Davenport, Ia., market are included in a report issued by WHBF-TV, Rock Island tv station.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the large volume of market data. All of the usual features will be back in their regular places next week.

3667. *The Belvidere Market.*
The *Belvidere Republican* offers a fact sheet on Belvidere and Boone County, including the number of farms, stores, wage earners and sales.

INDIANA

3020. *Watch Out—Indianapolis is Racing Ahead.*
This is a report on Indianapolis business, shopping habits and income. Issued by WIRE Radio, Indianapolis.

3021. *South Bend Bulletin.*
A bulletin published monthly by WSBT-TV, South Bend, includes figures on unemployment, car loadings and airport passengers and freight.

3022. *Indiana Markets.*
A booklet issued by the *Lafayette Journal and Courier* covers population, retail and food sales, payrolls and farm income in seven leading Indiana metropolitan markets.

3023. *Evansville Grocery Distribution.*
Evansville Printing Corp. offers a distribution study of grocery store merchandise in 66 classifications and confined to 10 major food stores in Evansville.

3241. *Elkhart Market Data.*
A map issued by Truth Publishing Co. offers figures on Elkhart County population, households, retail sales, spendable income.

3242. *Terre Haute & Vigo County Building Prospects.*
A bulletin outlines the number of new homes contracted or planned by real estate development companies in Terre Haute and Vigo. Issued by the Tribune-Star Publishing Co.

3243. *Evansville Grocery Distribution Study.*
A booklet issued by Evansville Printing Corp. supplies grocery product data on distribution in 13.9% of food outlets that account for an estimated 74% of the total food store dollar volume in Evansville.

3244. *Indiana's Fifth Position Market—Anderson.*
A brochure issued by WHBV, Anderson radio station, gives breakdown of top 10 markets of Indiana as to population, households, retail sales, food sales, effective buying income, automobile sales, radio sets, radio homes, drug sales, gas station sales.

3245. *Gary Market Data.*
A 16-page booklet published by the *Gary Post-Tribune* presents population figures, spendable income, payroll figures and employment for the Gary-Hammond-East Chicago area.

3246. *Gary-Hammond-East Chicago Area Market Statistics.*
A brochure issued by radio station WWCA, Gary, offers statistics for the Gary-Hammond-East Chicago metropolitan area, including population, consumer spendable income, retail sales, food sales, drug sales, general merchandise, apparel, automotive, home furnishings and filling stations.

3372. *Fort Wayne Market.*
A portfolio issued by WOWO, Fort Wayne radio station, includes population, radio homes, consumer spendable income and farm population.

3479. *Indianapolis Families.*
A booklet published by the *Indianapolis Star* and *News*, covers population, income, employment, housing, automobiles, vacations, household goods, food buying habits and shopping habits for persons in the Indianapolis metropolitan zone.

3480. *Indianapolis Consumer Analysis.*
An analysis of consumer brand preferences, brand distribution and family data is based on a survey of the metropolitan Indianapolis city zone. Compiled by the *Indianapolis Star* and *News*.

3481. *Indianapolis Trading Area.*
A map of the 45-county Indianapolis trading area, industrial data, employment, population, income, retail sales in nine major categories, plus information about Indianapolis as a test market, are included in a folder issued by *Indianapolis Star* and *News*.

3482. *South Bend-Elkhart Data.*
WSBT-TV, South Bend, has issued this bulletin, which contains such data for South Bend and Elkhart as employment, new businesses, post office receipts, building permits and other business news.

3595. *Current Market Conditions—South Bend.*
This bulletin, issued monthly, covers employment, man hours worked and unemployment compensation and reviews current business happenings in the South Bend area. Published by the *South Bend Tribune*.

3596. *South Bend Food Market.*
A booklet issued by the *South Bend Tribune* traces growth of food sales in South Bend and Fort Wayne, Ind., and Peoria and Rockford, Ill., over a 10-year period.

3597. *South Bend Market Data.*
The *South Bend Tribune* has published a 95-page booklet which gives information on employment, population, income and sales.

3598. *WFBM-TV's Grow Power.*
A brochure, issued by WFBM-TV, Indianapolis, breaks down population, households, retail sales and number of tv sets by county in the Indianapolis trading zone and satellite markets.

3627. *Fort Wayne Market.*
Population, income, retail sales, industry and construction in the Fort Wayne and 15-county trading area are included in a report published by the *News-Sentinel* and *Journal-Gazette*, Fort Wayne.

3641. *Monthly Grocery Inventory.*
Reports every 26 days on more than 50 grocery product classifications, including more than 1,000 items, giving average units sold per store per brand, total units sold, per cent of distribution, sales inducements used and stock on hand are published by the *News-Sentinel* and *Journal-Gazette*, Fort Wayne. The reports are available to advertisers having products included in the inventory.

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3768. *Fort Wayne Industry.*
A compilation from the Chamber of Commerce of Fort Wayne, showing industrial employment and power use, building permits, air transportation data, new passenger cars and other information for 1957 through 1959, is offered by WANE and WANE-TV, Fort Wayne.

IOWA

3024. *KCRG-TV Data.*
KCRG-TV, Cedar Rapids, has produced a folder which includes retail sales, buying income and food, auto, gas station and drug sales of its broadcasting area.

3025. *KCHA Facts.*
Data on farms, manufacturers, auto sales and radio homes are listed by radio station KCHA, Charles City.

3261. *Cedar Rapids Market.*
Population, buying income, total retail sales, home ownership and industrial production in Cedar Rapids are included in a brochure issued by the *Cedar Rapids Gazette*, Cedar Rapids.

3599. *KTIV Coverage Map.*
A coverage map issued by KTIV, Sioux City radio station, gives population, retail sales and income of its coverage area.

3600. *KTIV Data.*
Monthly program schedule, issued by KTIV Television Co., Sioux City, often includes on the covers such facts as retail sales, bank clearings and livestock receipts.

3628. *Central Iowa Market.*
Population, households, farm income, spendable income and retail sales are contained in a report published by WOI-TV, Ames.

3781. *The Des Moines Register & Tribune Daily Market.*
This booklet shows the *Des Moines Register & Tribune* daily newspaper market of all counties covered 100% to 20% in comparison with the top 30 metropolitan newspaper markets in the U.S., using the same yardstick for all markets. Data presented covers population, households, net buying income, total consumer spending units, total retail sales, food store sales, eating and drinking place sales, general merchandise sales, apparel store sales, furniture, household and appliances sales, automotive sales, gasoline service station sales, lumber building materials and hardware sales and drug store sales.

3782. *The Iowa Cigaret Market.*
A folder issued by the *Des Moines Register & Tribune* shows the cigaret sales picture by brand in Iowa from the years 1950 through 1958. Each brand is graphed separately as well as in comparison with other brands. It also shows filter cigaret impact on the market.

3783. *Iowa Tobacco Market Cigar Survey.*
This is a report on interviews with operators of 411 retail outlets selling cigars in Des Moines and Iowa's eight other largest cities. It shows how dealers stock and rank cigars by brand type. Comparisons are made with an identical survey conducted in 1957. It is issued by the *Des Moines Register & Tribune.*

3784. *Des Moines and Iowa—Test Markets for 50 Years.*
This booklet gives detailed test market information for three areas covered by the *Des Moines Register & Tribune*: (1) metropolitan Des Moines; (2) the nine-county area contiguous to metropolitan Des Moines, and (3) the entire state of Iowa.

3785. *Iowa Grocery Chain Store Marketing Data Book.*
This book, issued by the *Des Moines Register & Tribune*, lists all grocery chains operating in Iowa and spots stores of each individual chain on a map of Iowa. Population, dwelling units, effective buying income, retail, food and drug sales are broken down by circulation coverage.

3786. *The Des Moines Sunday Register Market.*
This folder shows the *Des Moines Sunday Register's* newspaper market for all counties covered 100% to 20% in comparison with the top 30 metropolitan newspaper markets in the U.S., using the same yardstick for all markets. Data presented covers population, households, net buying income, total consumer spending units, total retail sales, food store sales, eating and drinking place sales, general merchandise sales, apparel store sales, furniture, household and appliances sales, automotive sales, gasoline service stations sales, lumber building materials and hardware sales and drug store sales.

4009. *Central Iowa TV Story.*
WOI-TV, Ames, Ia., will issue in July its new coverage data booklet, which includes comparative figures on population, income, retail sales and stores in several coverage areas.

KANSAS

3262. *KTVH Market.*
Households, tv homes, population, and retail sales in the Wichita-Hutchinson market are included in a folder published by KTVH, Wichita tv station.

3483. *Market Data—Wichita Metropolitan Area.*
A data sheet issued by KARD-TV, Wichita, covers population, families, retail sales and effective buying income for the coverage area.

3665. *Topeka Market.*
The Topeka market in terms of retail sales, drug sales, food sales and population is presented in a folder issued by WIBW-TV.

KENTUCKY

3263. *Louisville Data.*
Population, retail establishments and sales, industry, education, transportation and public utilities are covered in a booklet prepared by the *Louisville Courier-Journal* and *Times*, Louisville.

3264. *Louisville Market.*
A breakdown of population, retail sales and income in the Louisville market is included in a report issued by the Branham Co.

3265. *Food Chain Store Facts.*
Retail sales, number of food stores and their percentage of volume, and shopping habits are included in a brochure issued by the *Louisville Courier-Journal* and the *Louisville Times.*

3769. *WSON Market.*
A coverage map from WSON, Henderson, includes population, households, radio homes, cars, income and retail sales by category for the coverage area.

LOUISIANA

3026. *The Shreveport Market.*
KTBS-TV, Shreveport, offers a report containing food sales, buying income, retail sales, general merchandise sales and other market data.

3266. *Shreveport Market.*
Population, industry, employment and retail sales are contained in a booklet published by the *Shreveport Times* and *Journal*, Shreveport.

3373. *Measure Shreveport.*
Population, manufacturing, employment, and retail sales gains since 1940 and breakdown of readers according to age, family income, occupations, and home appliance and automotive ownership are contained in this booklet issued by the *Shreveport Times* and *Journal.*

3374. *The Shreveport Market.*
This folder includes a county-by-county breakdown of population, retail sales, income and families in the tri-state (Louisiana, Texas, and Arkansas) area. Issued by the *Shreveport Times* and *Journal.*

Use the Coupons in Requesting Data

3375. *The Baton Rouge Market.*
This folder surveys population growth and distribution, effective buying power, income by families, and employment figures. Published by the *Baton Rouge State Times* and *Morning Advocate.*

3484. *The Shreveport Market.*
Population, retail sales, families, effective buying income, food sales, auto and gasoline sales, and sales of drugs, general merchandise and furniture for Shreveport are contained in this report issued by KTBC-TV, Shreveport.

3668. *Baton Rouge—Its Dynamic Economy.*
A brochure citing Baton Rouge's population, buying power, payroll, retail sales, income, employment and markets. Issued by the *State-Times* and *Morning Advocate.*

3770. *Shreveport Brand Use.*
The *Shreveport Times* and *Journal* have available a table of brand use of various grocery items in the Shreveport area, plus characteristics of newspaper homes.

MAINE

3027. *The Maine Story.*
Population, households, retail sales, effective buying income, auto sales and food sales are included in this report by the Maine Broadcasting System, Portland.

3028. *Maine Market.*
A county-by-county breakdown of Maine's population, income and sales is issued by the *Bangor Daily News.*

3029. *Maine Liquor Sales.*
A breakdown of liquor sales by brands in Maine is offered by the *Bangor Daily News.*

3379. *The Maine Market.*
This folder includes figures on population, consumer spendable income, retail sales, in total and by categories, number of tv and radio homes, in the coverage area of five Hildreth stations in Maine —WPOR, Portland; WABI and WABI-TV, Bangor; WAGM and WAGM-TV, Presque Isle. Issued by Hildreth Stations, Portland.

3380. *WAGM-TV Market.*
Fact sheets on population, payrolls, military and civilian, breakdown of industries, crop production and retail sales, prepared by station WAGM-TV, Presque Isle, for its coverage area.

3485. *Portland Facts.*
Breakdowns of consumer spending, business and working hours, family income, population and households are covered in a report compiled by WLOB, Portland radio station.

MARYLAND

3050. *The Baltimore Market.*
A 12-minute sound-color film presenting data on Baltimore commerce and industry, and detailing their growth, is available on a loan basis from WJZ-TV, Baltimore.

3486. *The Baltimore Market.*
A report issued by WBAL-TV, Baltimore, contains population, retail sales, effective buying income, families and food sales for the Baltimore area.

7 SPECIALIZED POULTRY MAGAZINES for BETTER COVERAGE and STRONGER INFLUENCE in the $3½ BILLION POULTRY INDUSTRY

ABC **POULTRY TRIBUNE**
The magazine for the EGG INDUSTRY — available in Eastern, Midwest, Southeast, Southwest and Pacific editions.

ABC **PACIFIC POULTRYMAN**
Serving the $400,000,000 poultry industry of the Western states. Pacific edition of Poultry Tribune.

ABC **BROILER BUSINESS**
(formerly Broiler Growing) The national publication providing balanced coverage of growers, contractors, processors, servicemen, hatcherymen and feed dealers in the $1 BILLION broiler business.

ABC **TURKEY WORLD**
The national business magazine for the turkey industry, reaching the producers of 94% of the nation's turkeys.

BPA **HATCHERY AND FEED**
Business magazine specializing in farm sales and service for hatcherymen and feed suppliers.

BPA **POULTRY PROCESSING AND MARKETING**
Leading monthly business magazine serving the nation's $6 BILLION poultry and egg processing and marketing industry.

BPA **INDUSTRIA AVICOLA**
Serving poultry and equipment importers, distributors, dealers and farmers in Latin America, Portugal and Spain.

FREE
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Poultry Business Facts

WATT PUBLISHING CO
Sandstone Bldg.,
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MARION,
THE PLACE TO BE IS
KGLO-TV

• FIRST IN COVERAGE!*
• TOPS IN PROGRAMMING, AND RATINGS!**
CBS (Of course)
• LOWEST COST PER THOUSAND!
*NCS #3

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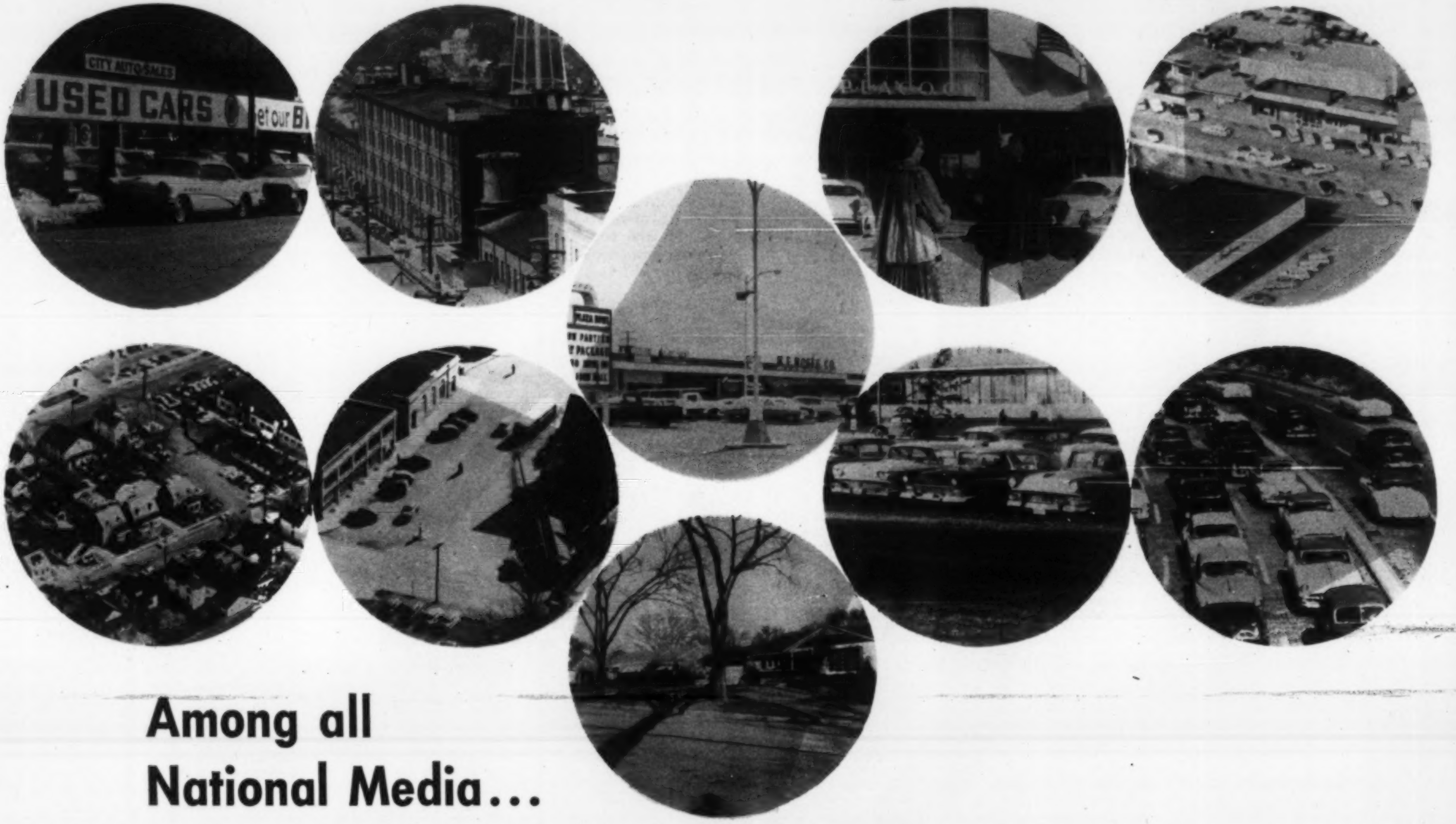
Family Weekly
saturates 189 under-exposed markets



Among all
National Media...

In 189 Major Middle Markets

only *Family Weekly* gives you 90% Coverage

Your dealers' prospects in 189 Family Weekly cities are left UNDER-EXPOSED to your product story if you leave Family Weekly off your national media schedule.

Family Weekly gives you an average of 90% family coverage in its 189 important cities, an average of 53.2% in 596 counties where coverage is 20% or more.

A magazine won't give you adequate ad exposures in these Middle Markets, at least not in depth coverage of more than 10 to 20%.

Network television and radio won't give you ad exposure in depth, either. Even the more fortunate TV program "buys" will give you little more than a quarter of the listening audience, still less of the total audience . . . and even then you're bound to miss many Family Weekly markets altogether.

To expose your message to a TOTAL market, importantly, excitingly, colorfully, be sure Family Weekly is on your media schedule IN STRENGTH!

Family Weekly
Daily Tribune

Here Are Important Reasons Why
Family Weekly Is Basic To Your Schedule

4,867,826 FAMILIES read Family Weekly with their local sunday newspaper leisurely, completely, responsively.

DISTRIBUTED BY 189 highly influential newspapers, Family Weekly provides an unusual national marketing coverage not duplicated by other national media.

NO OTHER PUBLICATION OFFERS HIGHER AD READERSHIP PER DOLLAR THAN FAMILY WEEKLY.

FAMILY WEEKLY READERS own 117 cars per 100 families. 21.9% own two or more cars.

FAMILY WEEKLY GROCERS PROMOTE NATIONAL BRANDS more by 47.2% than do the grocers in metropolitan areas, according to Food Field Reporter. Help the grocer who helps you.

FOR THE LARGEST MARKET
REACHED IN SUCH DEPTH BY A SINGLE MEDIUM.

FAMILY WEEKLY MAGAZINE, INC.
153 North Michigan Avenue, Chicago 1, Illinois

Leonard S. Davidow, Publisher
Patrick E. O'Rourke, Advertising Director

Available Market Data—Local

To secure copies of data listed, use the handy coupons

3487. *Baltimore Shopping Centers.*
This report gives the names, locations, square footage, and parking facilities for all stores in the 60 shopping centers in the Baltimore area. Issued by the *Baltimore Sunpapers.*

MASSACHUSETTS

3051. *WHDH Coverage Area.*
An audience image study, covering food purchases, and ownership of department store charge or credit accounts, homes, automatic washers and dryers, and automobiles has been published by WHDH, Boston radio station.

3073. *Pittsfield Market.*
Impact of a new missile plant on a market, purchasing power, family expenditures on food, general merchandise, furniture, housewares, appliances and apparel, and listing of apparel, eating, and drinking establishments are included in a brochure published by the *Berkshire Eagle,* Pittsfield.

3267. *WBZ-TV Coverage Map.*
A coverage map listing population, tv homes, retail sales and effective buying income has been prepared by WBZ-TV, Boston tv station.

3268. *WBZ-TV Coverage.*
Population, tv homes, and retail sales are included in a booklet issued by WBZ-TV, Boston tv station.

3644. *Worcester Grocery Distribution.*
Retail distribution of 90 classifications, totaling 573 brands of grocery and beauty aid items in 50 leading Worcester stores is included in a brochure issued by the *Worcester Telegram-Gazette.*

3630. *Worcester Market.*
Population, effective buying income, retail sales and food store, drug store, automotive, gasoline station, apparel store and furniture-household-appliance sales are contained in a booklet issued by the *Worcester Telegram-Gazette.*

3669. *Lowell Market.*
An analysis of the Lowell area and Middlesex County, showing annual expenditures on all commodities, population figures, and households. Issued by the *Lowell Sun & Sunday Sun.*

MICHIGAN

3052. *Battle Creek Market.*
Local population, general characteristics and industry are covered in a file-size folder issued by the *Battle Creek Enquirer & News,* Battle Creek.

3053. *Food Shopping Facts.*
Where groceries are purchased, on what days, by whom and how much is spent weekly for groceries in the Battle Creek market are included in a folder put out by the *Battle Creek Enquirer & News.*

3054. *WJBK-TV.*
A 26-page brochure giving population, households, tv homes and retail sales, has been issued by WJBK-TV, Detroit.

3055. *Pontiac Press Market.*
Comparison of daily and Sunday home coverage with other Detroit newspapers, plus facts on household characteristics are available in a study published by the *Pontiac Press,* Pontiac.

3269. *Monroe Market.*
Population, family statistics, economic and labor conditions and shopping data are included in a brochure prepared by the *Monroe Evening News,* Monroe.

3270. *WJRT Market.*
Population, tv households and retail sales within grade B contour of the Flint area are included in a report prepared by WJRT, Flint tv station.

3271. *WJRT Market.*
Population, tv households and retail sales for grade A contour coverage are contained in a report issued by WJRT, Flint tv station.

3376. *The Northeastern Michigan Market.*
Retail sales, in total and by categories for Bay County and an 18-county area compiled by the *Bay City Times.*

3377. *CKLW-TV Coverage Map.*
A map of the coverage area of station CKLW-TV, Detroit, gives the number of tv homes in the area.

3378. *CKLW Radio Presentation.*
A brochure issued by CKLW, Detroit, presents retail sales in total and by categories, effective buying income, number of households and population in the coverage area.

3490. *Grand Rapids Market.*
Population, households, income, employment, auto registration, retail sales, financial facts and test market information is supplied in a folder by the *Grand Rapids Press.*

3491. *Flint-Bay City Market.*
WNEM-TV of Flint and Bay City offers population, families, effective buying income, retail sales and food sales in the station's area.

3601. *Central Michigan Markets.*
A booklet issued by WILX-TV, Jackson, includes a summary of population, households, sales by retail categories, Michigan metropolitan areas by rank and a county-by-county breakdown of population and tv households.

3643. *Michigan Liquor Districts.*
A map showing Michigan liquor districts, store locations and licensees by counties has been prepared by the *Free Press,* Detroit.

3645. *Top Ten Brands in Detroit.*
A consumer inventory covering the six-county Detroit market, which shows brand preferences for food, tobacco, household, drug, automotive, retail, appliance and related items has been published by the *Free Press,* Detroit.

3631. *WWTV and WKZO-TV Market.*
Consumer spendable income, retail sales, food sales and total tv homes are included in a booklet issued by WKZO-TV, Kalamazoo, and WWTV, Cadillac.

3632. *Detroit Free Press Market.*
Effective buying income and current households are covered in a booklet issued by the *Detroit Free Press.*

3771. *WKMI Coverage.*
A coverage map from WKMI, Kalamazoo, includes population, households, income, auto registrations and retail sales by category in its coverage area.

3772. *Detroit Market Data.*
Population, households, density and economic characteristics of the Detroit standard metropolitan area, by counties, are contained in a booklet from the *Detroit News.*

3773. *The Detroit Market.*
A booklet from the *Detroit News* lists population characteristics, households, income, retail sales by category, retail outlets (with map) and auto sales in the

Richard T. Habel, Intaglio's National Sales Manager, examines the Hi-Fi gravure advertisement for Sealtest Foods in the Journal-American of April 28, 1959. It also appeared in the World-Telegram & Sun.

Hi-Fi...
spectaculars for selling!

Hi-Fi preprints the advertiser's message in color gravure on rolls of regular newsprint, foil or acetate... gives drama, color, visibility.

The first Hi-Fi advertisement... for new Dream Whip... appeared in two New York newspapers on Dec. 2, 1958... and the use of Hi-Fi has been spreading ever since.

During months of experiment and research, Intaglio coordinated the efforts of the advertising agency, ink makers, printers, and newspapers to make Hi-Fi a reality. Intaglio is the only servicer engraving the cylinders for these advertisements.

Hi-Fi is easy to use. Intaglio takes the advertiser's copy, makes negatives and positives, does the laying down, etching and proofing of cylinders... and, after okay by the advertiser, chromes and ships the cylinders to the converter printer for printing on the rolls. Intaglio has the individual requirements of 600 newspapers, who want to carry Hi-Fi advertisements.

HI-FI adds a new dimension to newspaper advertising... and is not expensive to use.

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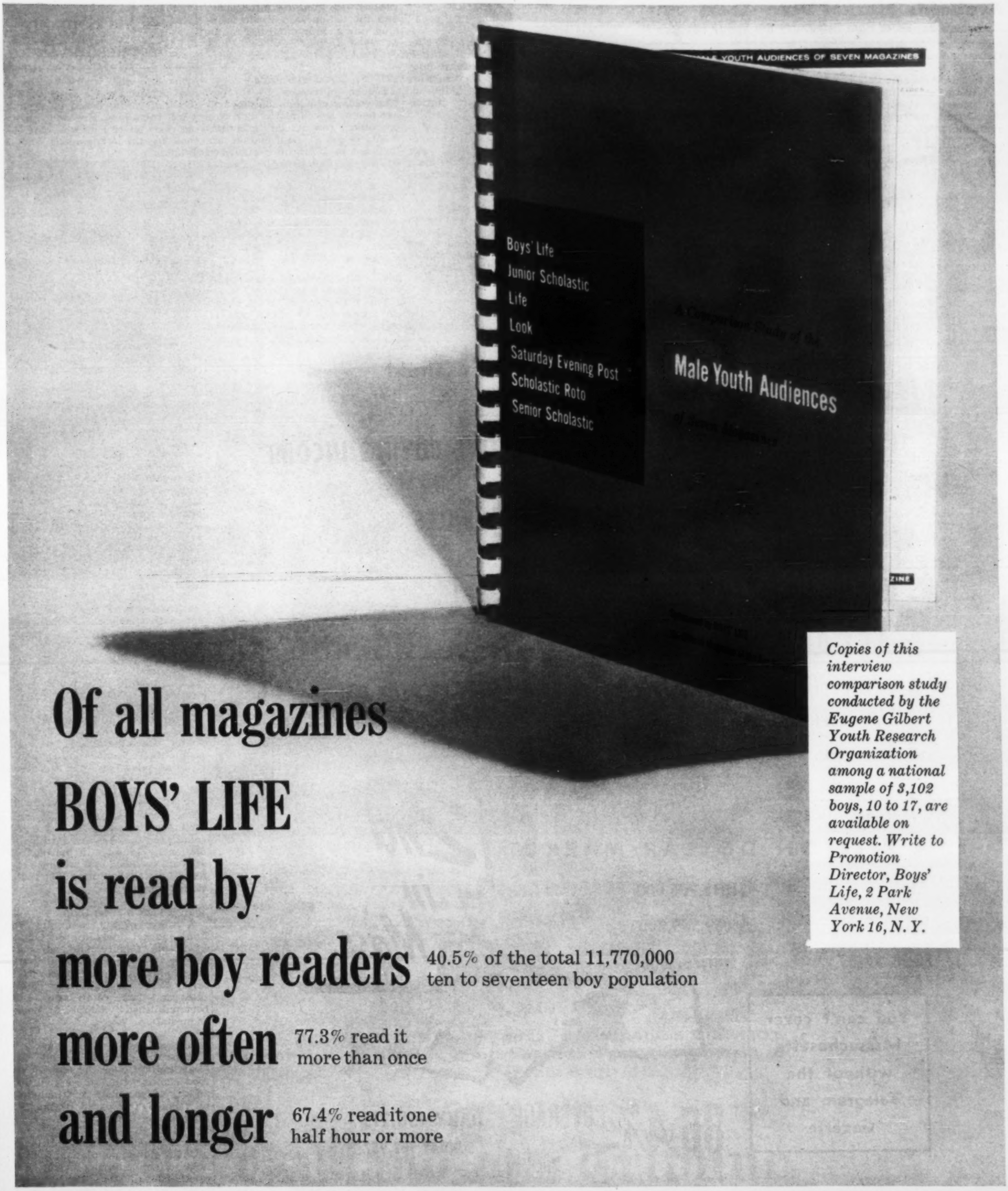
Intaglio SERVICE CORP

Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York, New York—1828 Lewis Tower Bldg., Philadelphia—
731 Plymouth Court, Chicago—40 Hague Ave., Detroit—369 Pine St., San Francisco—
1932 Hyperion Ave., Los Angeles—126 West McMicken Ave., Cincinnati


YOUTH AUDIENCES OF SEVEN MAGAZINES
Boys' Life
Junior Scholastic
Life
Look
Saturday Evening Post
Scholastic Roto
Senior Scholastic
Male Youth Audiences

Copies of this interview comparison study conducted by the Eugene Gilbert Youth Research Organization among a national sample of 3,102 boys, 10 to 17, are available on request. Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, N. Y.

Of all magazines BOYS' LIFE is read by

more boy readers 40.5% of the total 11,770,000 ten to seventeen boy population

more often 77.3% read it more than once

and longer 67.4% read it one half hour or more

BOYS' LIFE TWO MILLION NET PAID

Available Market Data—Local

To secure copies of data listed, use the handy coupons

Detroit metropolitan area.

3774. *Detroit Retail Sales.*
A pamphlet giving monthly retail sales by category for 1959 in the Detroit metropolitan area is available from the *Detroit News.*

3775. *Detroit Food Store Sales.*
A sheet listing estimated food store sales, including breakdowns for the five leading chains, for 1959 in the Detroit metropolitan area is available from the *Detroit News.*

3776. *Detroit Business.*
"News of Detroit," a four-page publication offered every other month by the *Detroit News,* carries corporate earnings of local companies, latest retail sales and up-to-date reports on other economic activities in the area.

MINNESOTA

3057. *WDSM-TV Market Data.*
Population, households, consumer spendable income, retail sales, plus tabulation of retail sales by store type are included in a folder issued by WDSM-TV, Duluth.

3058. *St. Paul Consumer Analysis.*
A market study of brand preference covering foods, soaps, drugs, toiletries, beverages and automotive has been published by the *St. Paul Dispatch-Pioneer Press,* St. Paul.

3272. *KCMT Coverage Map.*
Population, farm families, total households, tv households, retail sales, gross farm income and consumer spendable income per household are contained in a brochure issued by KCMT, Alexandria tv station.

3273. *WCCO Market.*
Population, families, effective buying income and retail sales in total and for food, general merchandise, automotive and drugs are included in a brochure published by WCCO, Minneapolis tv station.

3274. *Austin Market.*
Population, retail sales, automotive sales, food sales, drug sales and industry are presented in a brochure issued by the *Austin Daily Herald,* Austin.

3275. *St. Paul Data.*
Population and retail sales in total and for food, drugs, automotive and general merchandise are covered in an 18-page booklet published by the *St. Paul Dispatch-Pioneer Press,* St. Paul.

3276. *St. Paul Liquor Market.*
A comparison of St. Paul's per capita sales in ten liquor classifications with those for Minneapolis and the nation as a whole is included in a study published by the *St. Paul Dispatch-Pioneer Press,* St. Paul.

3277. *St. Paul Liquor Data.*
Liquor purchases by brands, plus volume of liquor sold in package houses as contrasted with bars or other commercial establishments in the St. Paul market, are included in a brochure published by the *St. Paul Dispatch-Pioneer Press.*

3492. *Minneapolis-St. Paul Data.*
Drug, gas station, auto, furniture, general merchandise, food and retail sales figures are included in a study of the Minneapolis-St. Paul market by KSTP-TV.

3602. 1959 *Minnesota and Hennepin County Auto Survey.*
This fifth biennial survey shows car ownership by make, age of cars, when purchased, multi-car ownership and where bought. A new feature gives a semantic differential rating based on styling, price, roominess, size and operating costs on 12 makes of cars. Issued by the *Minneapolis Star & Tribune.*

Use the Coupons in Requesting Data

3603. *Upper Midwest Market Facts.*
A booklet issued by the *Minneapolis Star & Tribune* lists population, retailing, agriculture, manufacturing and other data for 3⅓-state market of Minnesota, North Dakota, South Dakota and western Wisconsin.

3604. *Shopping Habits of Hennepin County Women.*
This report covers shopping habits and opinions of Hennepin County women concerning three retail areas—downtown, shopping centers and shopping districts—and surveys recency and frequency of shopping. Issued by the *Minneapolis Star & Tribune.*

3605. *Minnesota Homemaker No.* 12.
An annual home-interview study of products on hand and use in Minnesota homes gives particular emphasis to Hennepin County. More than 90 food, drug and appliance products are surveyed. Issued by the *Minneapolis Star & Tribune.*

3633. *WCCO Market.*
Counties, population, families, radio families, effective buying income, farm income, retail sales, food sales, drug store sales and automotive sales in the Minneapolis market are included in a booklet issued by WCCO, Minneapolis radio station.

MISSOURI

3059. *KOMU-TV Coverage Area.*
A brochure illustrating the coverage area of KOMU-TV, plus listing data pertaining to total population, effective buying power, retail sales, food sales and general merchandise has been published by KOMU-TV, Columbia.

3060. *KGBX Data.*
Number of units of livestock by counties in the area and farm population by counties in the market area are included in a brochure offered by KGBX, Springfield radio station.

3061. *KXOK Market Data.*
A study of the composite St. Louis market, including St. Louis, St. Louis County and adjacent counties and listing population, households, buying influence, food sales, drug sales, gas sales, auto sales and total retail sales, has been published by KXOK, St. Louis radio station.

3062. *St. Louis Grocery Market.*
Maps of counties in the St. Louis market, plus the number of food chains within these counties and their locations are included in a booklet prepared by the *St. Louis Globe-Democrat.*

3063. *St. Louis Market.*
Chain stores, population, households, effective buying income, and retail sales in the 91-county St. Louis market are covered in a booklet offered by the *St. Louis Globe-Democrat,* St. Louis.

3493. *Sales Area Study.*
A report on population, families, retail sales and buying income is offered by KFEQ-TV, St. Joseph, for its area.

3382. *KWTO Market Survey.*
Population, households, average

NEW ENGLAND LEADS THE NATION

of all U. S. Regions

Per Household

FIRST... IN EFFECTIVE BUYING INCOME

FIRST... IN RETAIL SALES

FIRST... IN FOOD SALES

MASSACHUSETTS LEADS NEW ENGLAND

- Larger than other 5 New England States Combined in E.B.I.
- Twice the population of the second leading state
- 50% of the Total Retail Sales

... and WORCESTER

A BILLION DOLLAR MARKET

E.B.I.	$1,112,205,000
RETAIL SALES	$ 669,589,000
FOOD SALES	$ 181,757,000

2nd in Mass.
Worcester
MASS.

You can't cover Massachusetts without the Telegram and Gazette

86.4% COVERAGE

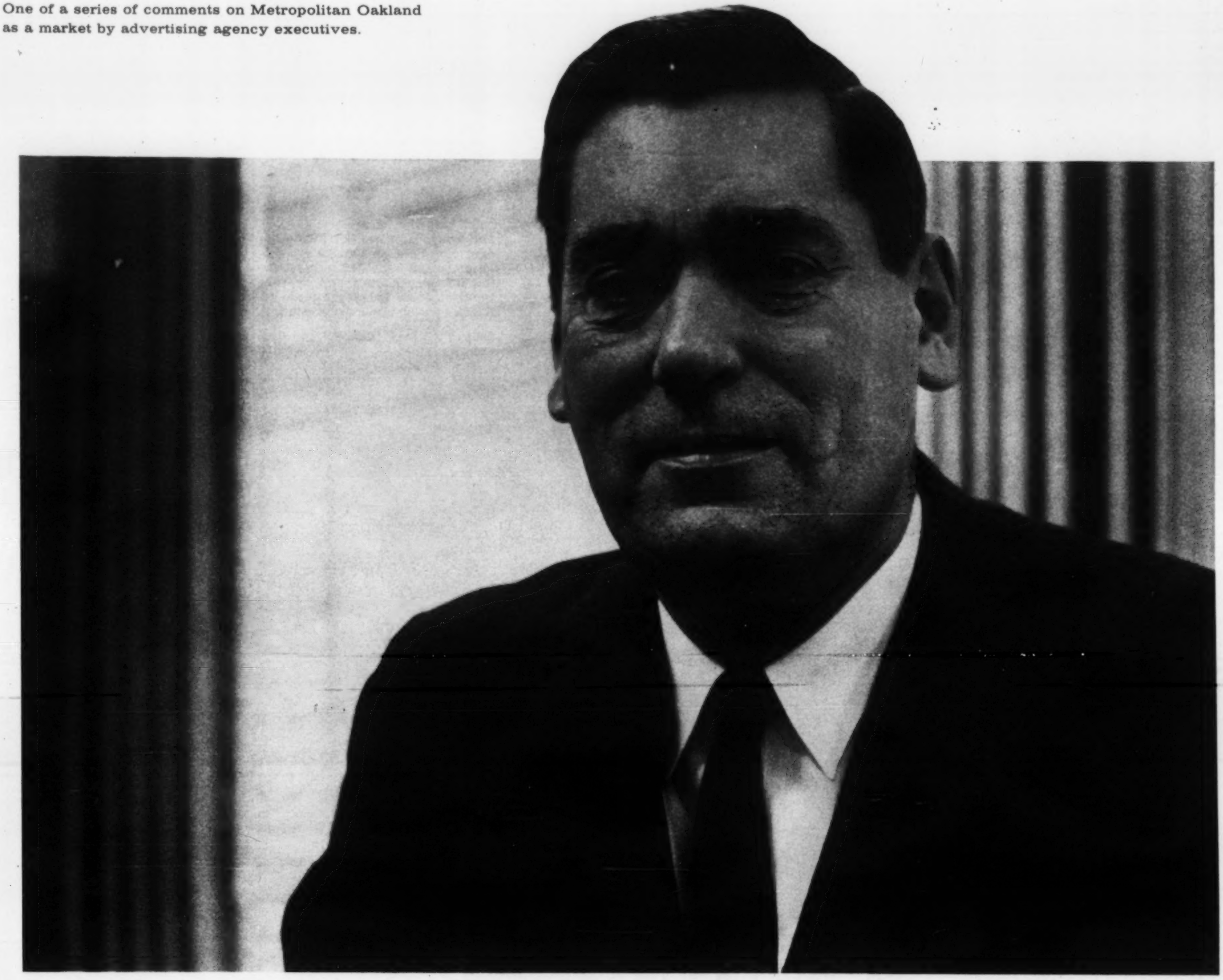
DAILY 158,215
SUNDAY 102,957

A.B.C. Audit
Dec. 31, 1958

The Worcester
TELEGRAM and GAZETTE
WORCESTER, MASSACHUSETTS
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.



Each year during the four years I have been in San Francisco, I have seen Alameda County establish a firmer hold on its position as Northern California's number one population center and leader in retail sales. I have also had the gratifying experience of seeing marketing programs which recognize these facts pay off in highly satisfactory sales increases in the several retail categories in which our clients are interested.

FRANK E. HELTON, Vice President
ERWIN WASEY, RUTHRAUFF & RYAN, INC.
San Francisco

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
in the TRIBUNE...

*63% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

Available Market Data—Local

To secure copies of data listed, use the handy coupons

income, spendable income, retail sales, data on farms and industries, and a coverage map are provided by station KWTO, Springfield radio station.

MONTANA

3064. *Helena Market Area.*
A folder listing comparisons in school enrollments, births, auto registrations, bank debits, resources of banks and building and loan associations, liquor sales and the number of registered voters, has been prepared by the *Independent Record,* Helena.

3278. *Z-Bar Net Coverage.*
Population, retail sales and sales of food, general merchandise, furniture, appliances, automotive and drugs are contained in a brochure published by Z-Bar Net, Box 1956, Butte.

3279. *KXLF-TV Market.*
Revenue from agriculture, timber, mining-smelting, livestock and tourism is listed in a brochure issued by KXLF-TV, Butte tv station.

3280. *Skyline Network Market.*
Population, tv homes, effective buying income, retail sales, food sales, automotive sales and drug sales for the Billings, Butte, Helena and Great Falls markets and for the Idaho Falls and Twin Falls, Ida., markets is included in a brochure published by the Skyline Network, Idaho Falls.

3381. *Bozeman Market Profile.*
Population, effective buying income, retail sales by categories, and gross cash farm income is provided in a folder issued by the *Bozeman Chronicle* for its coverage area.

3494. *Western Montana Data.*
Population, retail sales and sales breakdowns are included in a report issued by Missoulian Publishing Co., for the area of Western Montana.

3670. *Missoula Market.*
Auto registrations, climate and retail sales are included in a fact sheet issued by KMSO-TV, Missoula, for its coverage area.

3671. *Base Metals of Western Montana and Northern Idaho.*
Areas of base metal ore mining are illustrated on a map which also explains other area features conducive to the location of new industries. Issued by Fairviews Development Co., which is affiliated with KMSO-TV.

NEBRASKA

3065. *KMTV Market Data.*
Effective buying income, population, households, average income per household and per capita, retail sales, farm population and gross farm income for 76 counties in Nebraska, Iowa, Missouri and Kansas, is contained in a brochure issued by KMTV, Omaha.

3066. *Lincoln Data.*
Data sheets giving information on the population, retail sales in 1958, effective buying income per household and per capita, and passenger car registrations in 1958, have been prepared by the *Lincoln Journal & Star,* Lincoln.

3067. *KETV Coverage Map.*
A coverage map which indicates primary, secondary, tertiary and bonus areas of KETV coverage, plus data on Omaha's population, retail sales, effective buying income, families and average family income is being offered by KETV, Omaha television station.

3301. *TV Sets Listed on Tax Schedules.*
This booklet summarizes a survey of tax records to determine the tv set saturation in Nebraska and sections of Kansas. The survey was made with the cooperation of county assessors. Issued by KHOL-TV and KHPL-TV, Holdrege.

3383. *Omaha Automotive Facts.*
This booklet contains new car registrations according to makes and market areas, broken down by counties in Nebraska and western Iowa. Issued by the *Omaha World-Herald.*

3384. *Omaha Market.*
Population, families, retail sales per household, plus a coverage map of Nebraska and western Iowa are included in this booklet published by the *Omaha World-Herald.*

3385. *Omaha World-Herald Retail Consumer Analysis.*
This is an annual booklet comparing product standings and trends in buying habits of the retail trade area of Omaha. Comparative figures on products and trends from 1957 through 1960 are contained in this report issued by the *Omaha World-Herald.*

3386. *Omaha World-Herald Consumer Analysis.*
An annual comparison of product standings and trends in buying habits in the retail trade area of Omaha, plus comparative figures on products and buying trends from 1956 through 1960, are included in a booklet issued by the *Omaha World-Herald.*

3495. *Omaha Market.*
KMTV, Omaha, supplies population, families, effective buying income, retail sales and food sales figures for the coverage area.

3672. *Lincoln Market.*
Population, families, buying income, retail sales, food sales, general merchandise sales, furniture-household and radio sales, automotive sales, drug sales and farm families are included in a folder issued by KOLN-TV, Lincoln, for its coverage area.

3673. *Omaha Market.*
Radio Station WOW, Omaha, presents retail sales figures, population, families and effective buying income in a booklet called "The Pulse of Radio WOW."

3674. *The Omaha Market.*
A quarterly bulletin issued by WOW, Omaha radio station, includes new industry entering the market, expansion of existing companies, reports on business barometers and construction in the local market.

3700. *WOW-TV Data.*
A series of pamphlets issued by WOW-TV, Omaha, contain population, farm population, effective buying income, retail sales and households in Omaha.

NEVADA

3302. *Report from Southern Nevada.*
A report, published quarterly, includes a summary of business in Las Vegas, showing increases and trends in the tourist trade, gambling and retail, plus data on water, postal, freight car movement, schools, employment and real estate. Issued by KENO, Las Vegas radio station.

NEW HAMPSHIRE

3068. *WTSL Data.*
A regional map of the WTSL service area, giving population, consumer spendable income and total retail sales, has been prepared by WTSL, Hanover radio station.

3304. *Keene Area Economy.*
A folder issued by the *Keene Evening Sentinel,* includes statis-

Milwaukee
Chicago
Detroit
Cleveland
Cincinnati
St. Louis
Louisville
Memphis
TPX
Transit Poster Xposure

MARKET BY MARKET OR NATIONWIDE...

Here is one-stop service for transit advertising across the nation.

Pick a city. Or a section . . . or the entire nation. You can quickly and easily put your message before millions of people in cities across the country. Through our principal offices, one call does it all. One rate and data source . . . one contract . . . one placement . . . one billing. You can match your campaign to meet specific needs—marketwise or dollarwise. And, there's no long lead time on closing date. Transit ads can start selling for you, wherever you want to sell, in a hurry. Ask about a plan to fit your marketing program.

MUTUAL
TRANSPORTATION ADVERTISING, INC.
35 E. Wacker Drive, Chicago 1, Illinois
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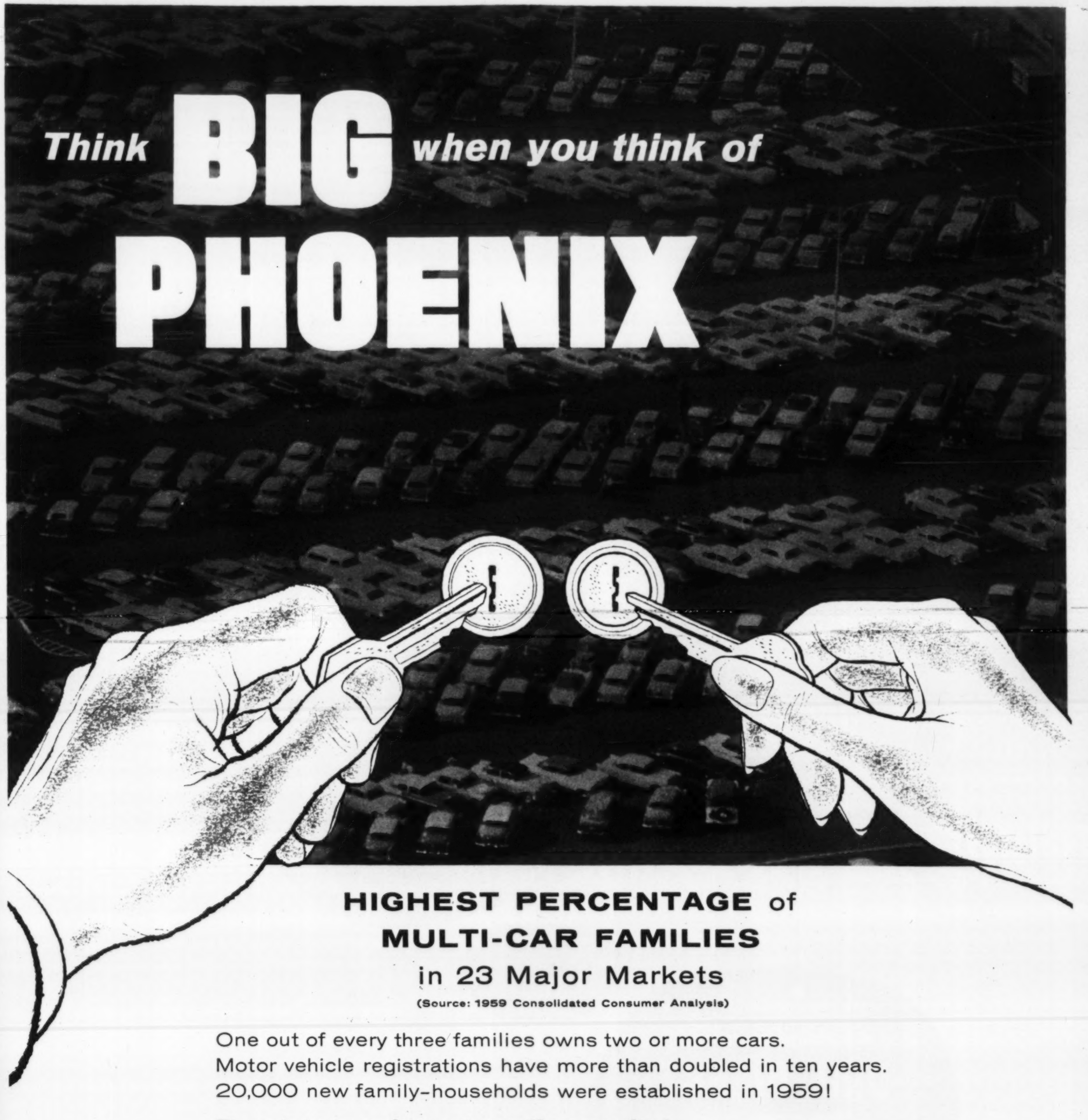
TRANSIT POSTER XPOSURE
The newest, most revealing study of an advertising medium. It tells the story of outside poster exposure in a major market. Ask to see the new sound-color strip film, or write for Technical Report.

Representing Transit Advertising in more than 250 major markets across the nation.



Think BIG when you think of PHOENIX

HIGHEST PERCENTAGE of MULTI-CAR FAMILIES in 23 Major Markets

(Source: 1959 Consolidated Consumer Analysis)

One out of every three families owns two or more cars.
Motor vehicle registrations have more than doubled in ten years.
20,000 new family-households were established in 1959!

Phoenix is a **major automotive market.**

You can penetrate this BUYING POWER with the ONE low-cost medium that does the **big** job. Daily metropolitan coverage of **91.6%**, plus a **63%** bonus state-wide coverage.

The Arizona **REPUBLIC** Morning and · The Phoenix **Gazette** Evening Combination

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • PHONE ALPINE 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

Available Market Data—Local

To secure copies of data listed, use the handy coupons

tics on the New Hampshire job center, and on Keene area population, households, car registrations, employment and retail sales.

3305. *Lebanon Job Market.*
A fact sheet, issued by the *Valley News*, Lebanon, N. H., highlights the findings of a New Hampshire department of employment security survey.

NEW JERSEY

3069. *WWBZ Coverage Map.*
A coverage map of the service area, plus population, households, radio homes, total passenger cars, spendable income, retail sales, farm population, households and income, is available from WWBZ, Vineland radio station.

3070. *Vineland Data.*
A brochure containing maps of the city of Vineland, southern New Jersey, and of New Jersey resources and products, plus population, churches, schools, industrial plants and hospitals, has been prepared by WWBZ, Vineland.

3072. *Trenton Data.*
A qualitative and quantitative analysis of New Jersey's six major cities with over 100,000 population: Newark, Jersey City, Paterson, Camden, Trenton and Elizabeth, charted by actual dollar volume and by sales per household in all major retail sales classifications has been published by the *Trentonian*, Trenton.

3071. *Quality Group Weekly Newspapers Market.*
Retail sales purchases and buying power of families in the Bergen, Essex, Morris and Union, N. J., counties are contained in a brochure issued by Quality Group Weekly Newspapers of New Jersey, 266 Liberty St., Bloomfield.

3303. *The Key to Monmouth and Ocean Counties.*
A folder issued by the *Asbury Park Press* includes a map of the area, and data on food, apparel, drug, automotive, household appliance and general merchandise sales.

3387. *New Brunswick Sales.*
Population, families, effective buying income, and sales of food, general merchandise, apparel, furniture, household appliances, automobiles, gasoline, lumber, building and hardware supplies and drugs in the New Brunswick area are contained in this report issued by the *Home News*, New Brunswick.

NEW MEXICO

3388. *The Albuquerque Market.*
A folder published by the *Albuquerque Journal* and *Tribune* contains a map and population, families, retail sales and building permits in the Albuquerque area. Growth since 1940 is shown.

3428. *KOB-TV Data.*
Population, families, effective buying income and retail sales in the coverage area are included in a data sheet issued by KOB-TV, Albuquerque.

3634. *Albuquerque Market.*
Population, bank clearings, building permits issued and retail sales, plus a map of Albuquerque are included in a brochure issued by KOB, Albuquerque radio station.

NEW YORK

3074. *Upper Westchester County Buying Habits.*
A study of the buying habits, buying power and favorite media of the families of Upper Westchester County has been prepared by the *Patent Trader*, Mount Kisco.

Use the Coupons in Requesting Data

3075. *WJTN Data Map.*
A coverage map including population, registered automobiles, expendable income, retail sales, farm total audience and gross income per farm is available from WJTN and WJTN-FM, Jamestown.

3076. *WGGO Data Map.*
A market data coverage map, giving audience population, total retail sales, total service receipts, total wholesale sales and farm total audience, has been prepared by WGGO, Salamanca.

3077. *WDOE Coverage Map.*
Market data on audience population, expendable income, retail sales, service receipts, wholesale sales and farm audience is included in a coverage map issued by WDOE, Dunkirk radio station.

3078. *Batavia Market.*
A map of the Batavia trading area, listing population, housing units, personal income, personal income per capita and consumer spendable income per family has been published by the *Batavia Daily News*, Batavia.

3079. *WPTZ-TV Coverage Map.*
A map of the coverage area of WPTZ-TV, Plattsburgh, listing population, families, retail sales, and effective buying income, has been prepared by Rolling Telecasting Inc., Plattsburgh.

3306. *Negro & Spanish Population.*
A fact sheet gives the latest U.S. Census figures on Negro and Spanish-Puerto Rican population in the 17-county New York metropolitan area. Issued by WWRL, New York radio station.

3307. *Negro Market in New York.*
A booklet issued by WWRL, New York radio station, outlines the Negro market in New York, including data on birth rate, population shifts and age levels.

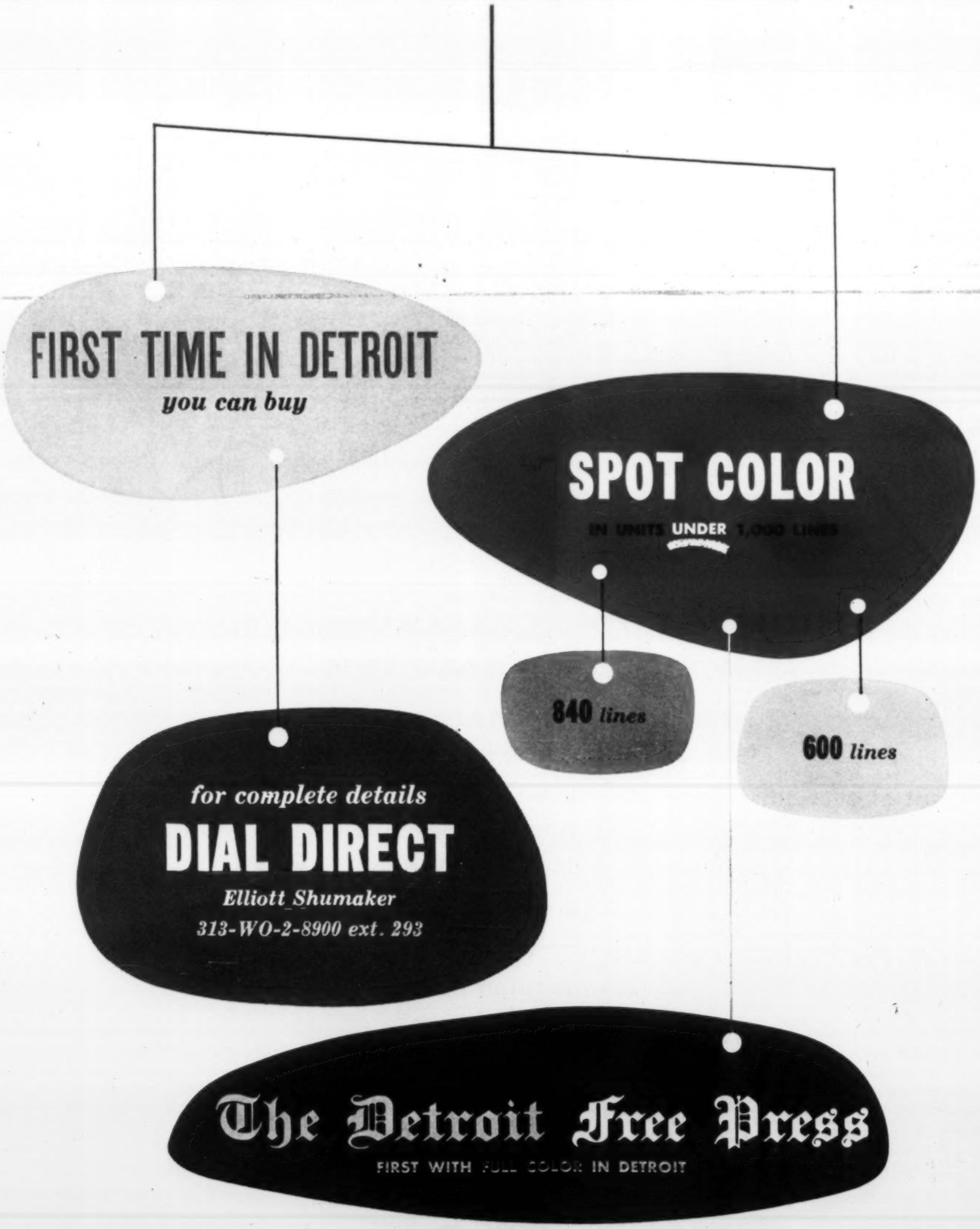
3308. *WRFM Data.*
A booklet issued by WRFM, New York, gives data on income, education and job category of the fm radio station audience.

3309. *Negro Market Data in New York.*
A booklet issued by WWRL, New York, includes Negro population in metropolitan New York, with a map of the predominantly Negro areas.

3310. *Spanish-Puerto Rican Data in New York.*
Spendable income, buying habits birth rate, population breakdown by age and sex, plus a description of 23 marketing areas and a map showing area with 50% or more Puerto Rican population, are included in this booklet published by Radio Station WWRL, New York.

3324. *Put Erie Where It Belongs.*
This brochure describes the market relationship of Erie and western New York state, specifically Buffalo and Rochester. Sources for the study are food distribution channels established by three food chains. Typical food broker and national manufacturer territorial responsibility also is shown. Published by the *Erie Times-News*.

3429. *Poughkeepsie Market.*
A booklet issued by the *Poughkeepsie New Yorker* includes population, economic and industrial growth, employment, savings de-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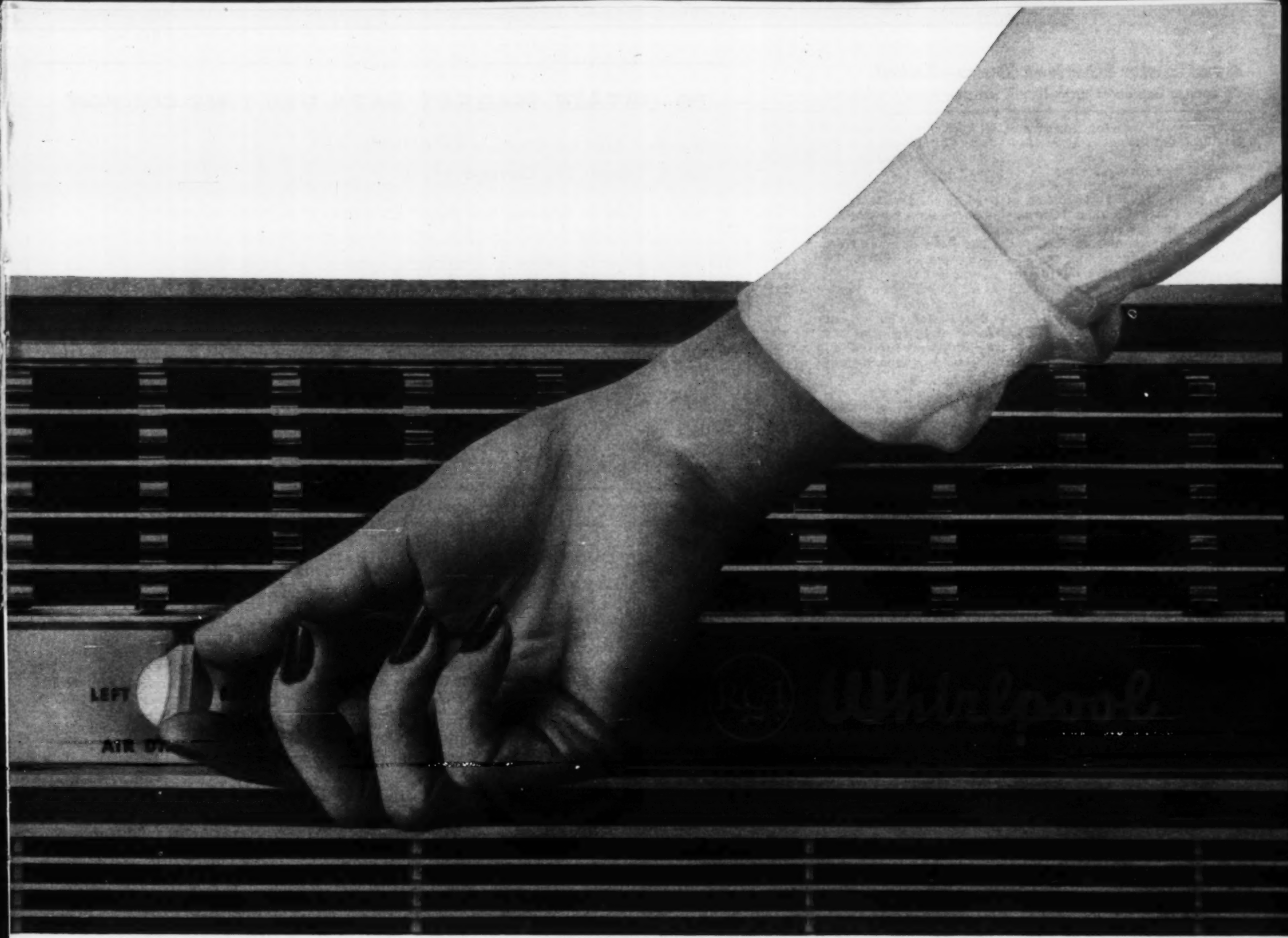


Whirlpool makes them...LOOK sells them

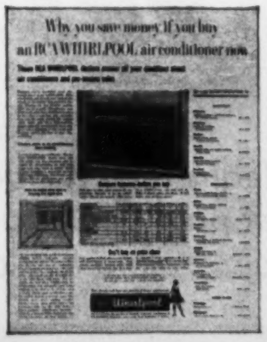
"LOOK's proved ability to reach families and move appliances is the big reason we have scheduled 22 pages in LOOK in 1960, covering all five of our consumer product divisions," says L. W. Howard, General Manager of Advertising, Whirlpool Corporation.

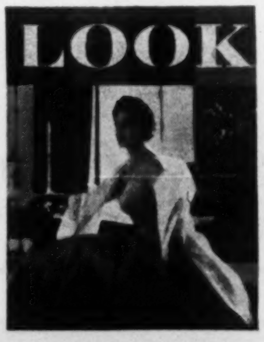
Whirlpool, manufacturer of RCA WHIRLPOOL home appliances, has advertised in LOOK every year since 1953. In 1960, Whirlpool's LOOK volume will hit a new peak of 22 pages, with five pages for air conditioners running *only* in LOOK among all consumer magazines.

Explains Ad Manager Howard: "We know from experience that LOOK attracts the kind of family audience we want in selling our full line of home appliances—washers, dryers, refrigerators, freezers, dishwashers, vacuum cleaners, ranges, air conditioners. And this family audience *responds* to LOOK in ways that pay off in our dealers' showrooms."

Still another factor contributing to LOOK's selection as a key Whirlpool medium is unmatched regional flexibility. Because of it, Whirlpool was able to launch its 1960 air conditioner campaign in the May 10 issue with a *twenty-one-way* geographic split involving listings of over 900 dealers.

In the first quarter of 1960, *only* LOOK—among *all* major magazines in America—attained record highs in circulation *and* advertising revenue *and* advertising pages. One reason for this unmatched vitality is LOOK's outstanding ability to produce sales results. For LOOK *means* sales.


Why you save money if you buy an RCA WHIRLPOOL air conditioner now
Whirlpool



LOOK
MEANS
SALES

Available Market Data—Local

To secure copies of data listed, use the handy coupons

TO OBTAIN MARKET DATA USE THIS COUPON

Readers' Service Dept., ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.

Please send me the following data (insert code number of each item wanted):

Name .... Title ....

Company ....

Address ....

City & Zone .... State ....

This coupon will not be serviced after July 15, 1960

posits, income, buying power and retail sales of the area.

3389. *New York City Data.*
A brochure published by the metropolitan New York edition of *Reader's Digest* includes a coverage map for the new publication, including 18 counties in the New York area and figures on population, families, effective buying income and sales in total and by categories.

3390. *The New York Market.*
This brochure includes a coverage map of the New York area, plus population, families, occupation, age, education, income, household goods and other buying characteristics. Published by the Metropolitan New York Edition of the *Reader's Digest.*

3391. *Troy Sales.*
Population, families, effective buying income, retail sales, in total and by categories, in the Troy area are covered in a brochure issued by the *Troy Record* and *Times Record.*

3392. *Facts About Troy.*
Population, families and retail sales in total and by categories, in the Troy area are included in a brochure issued by the *Troy Record* and *Times Record.*

3393. *Troy Growth Facts.*
A fact sheet published by the *Troy Record* and *Times Record* gives population, families, income per household and retail sales in the coverage area and shows per cent of growth since 1950.

3394. *Buffalo Data.*
A data sheet published by WGR-TV, Buffalo, provides population, families, effective buying income and retail sales in total and by categories in the coverage area.

3395. *Facts About Rochester.*
Population and characteristics of Rochester that make it an ideal test market area are provided in this bulletin issued by Edward Petry & Co.

3496. *Rochester Data.*
Rochester's population, families, effective buying income, retail sales and food sales are given in a data sheet by WROC-TV.

3497. *Western New York and Buffalo Market.*
Population for Western New York's eight counties and the city of Buffalo are offered on a market area map by the *Buffalo Courier-Express.*

3498. *Buffalo and Suburbs.*
A map issued by the *Buffalo Courier-Express* covers Buffalo and its suburbs, and includes population and household figures.

3499. *The New York Housewife.*
The shopping habits of the New York housewife, including the dollars she spends in food and grocery stores each week, are offered in a booklet issued by WOR, New York radio station.

3500. *New York TV's Movie Viewers.*
A quantitative and qualitative study by Alfred Politz of New York tv movie audiences is summarized in a 60-page booklet issued by WOR-TV.

3701. *Buffalo Market.*
Population, households, retail sales, food sales and drug sales, broken down by county, for the coverage area are contained in a pamphlet issued by WBEN-TV, Buffalo.

3808. *New York Data.*
A large folder issued by General Outdoor Advertising Co., New York, gives retail food store sales, per cent of impulse purchases and per cent of male shoppers, along with a map showing locations of 130 outdoor panels in Manhattan-Bronx, Brooklyn and Queens.

NORTH CAROLINA

3080. *WDNC Market.*
A coverage map listing counties served, population, retail sales, and food and drug sales is available from WDNC, Durham radio station.

3311. *WECT Facts.*
A folder issued by Atlantic Telecasting Corp., Wilmington, describes the marketing area served by WECT, Wilmington tv station, as to population, households, buying income, retail sales, farm information and military installations.

3421. *Raleigh Food Distribution.*
Population, food manufacturers' representatives and food brokers in the Raleigh area are covered in a booklet issued by WPTF, Raleigh radio station.

3422. *Charlotte Top Ten Brands.*
Brand preferences of consumers in the Charlotte area, along with population, families, income and retail sales, are covered in a survey conducted by Dan E. Clark II & Associates and issued by the *Charlotte Observer* and *Charlotte News.*

3423. *Charlotte Data.*
An analysis of population and its density or spread in a 75-mile radius of the center of Charlotte is presented in a booklet issued by WBT, Charlotte radio station.

3424. *Salisbury Food Survey.*
A brochure issued by the *Salisbury Evening & Sunday Post* reports a survey of product use in foods, in addition to autos, gasoline and home appliances, in the coverage area.

3425. *WTVD Data.*
Population, families, income and retail sales are covered in a data sheet issued by WTVD, Durham-Raleigh tv station.

3426. *Piedmont Data.*
Population, households, retail sales and sales of food, automotive and general merchandise are covered in a folder issued by WSJS, Winston-Salem television station.

3427. *WGTM Market.*
A data sheet issued by WGTM, Wilson radio station, includes population, radio homes and retail sales in total and by category in the 29-county coverage area.

3501. *Eastern North Carolina Data.*
Tv homes, retail sales, total homes and population of eastern North Carolina are covered in a folder issued by WNCT, Greenville tv station.

3502. *Charlotte and Its Neighbors.*
A data sheet offered by the *Charlotte Observer* and *News,* compares Charlotte and its 39-county region in population, households, total retail sales, food sales, drug sales and auto sales.

3503. *Southeast Retail Sales.*
The two Charlotte newspapers, the *News* and *Observer,* offer a report which ranks, by markets, the per family retail sales in 20 of the top southeast markets.

3504. *Southeast Wholesale Sales.*
The population and wholesale sales of 20 major southeast markets are presented in a report by the Charlotte newspapers, the *News* and *Observer.*

3505. *Zones of Influence.*
A four-page brochure shows the households, retail sales and population of the 22-county zone in the Charlotte region. Issued by the *Charlotte Observer* and *Charlotte News.*

3506. *Charlotte Summary.*
Population and sales in the Carolinas' 10 leading markets and other market data are offered in a six-page brochure issued by the two Charlotte newspapers, the *News* and the *Observer.*

3507. *Charlotte Grocery Distribution.*
This is a listing of chain stores in the Charlotte market and the estimated per cent of business acquired by each. Issued by the Charlotte newspapers.

3508. *Top Ten Brands in Charlotte.*
In addition to consumer brand preferences for more than 100 household food items, individual profiles of the users, by income, are provided in a booklet offered by the *Charlotte Observer* and *Charlotte News.*

3703. *Frozen Foods—Juices Distribution Analysis for Winston-Salem.*
Distribution, by brands, of frozen food and frozen juice products in retail grocery stores in the Winston-Salem metropolitan area is covered in a brochure published by Piedmont Publishing Co.

3704. *Health, Drug & Beauty Aid Distribution in Winston-Salem.*
Data on health, drug and beauty aids in grocery stores in the Winston-Salem metropolitan area includes share of market, broken down by brands; brands stocked, space allowed to these kinds of products, and equipment and arrangement of these products. Compiled by Piedmont Publishing Co., Winston-Salem.

3705. *Winston-Salem Data.*
Population, average weekly earnings, retail sales, and sales of food, drugs, automotive and filling stations in Winston-Salem are covered in a pamphlet issued by Piedmont Publishing Co.

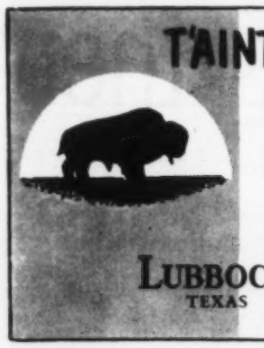
3706. *Winston-Salem Market.*
Winston-Salem history, tobacco sales, bank debits, bank resources and deposits, number of telephones and building expenditures are contained in a booklet issued by Piedmont Publishing Co.

3707. *Winston-Salem Grocery Inventory.*
This study is a 20-store cross-section sample of 93 grocery stores which do about 85% of the total food volume in metropolitan Winston-Salem. The study measures sales of more than 450 different brand names and sizes in 19 different product classifications. Published by Piedmont Publishing Co.

3810. *WSOC-TV Data.*
A folder issued by WSOC-TV, Charlotte, lists populations, homes, income and retail sales in total and by category in the coverage area.

NORTH DAKOTA

3709. *North Dakota Data.*
This brochure contains total population, households, income, retail sales, food sales and filling stations sales for the North Dakota cities of Dickinson, Minot, Bismarck, Mandan, and Valley City-Fargo, and Aberdeen, S. D. Issued by North Dakota Broadcasting Co., Fargo.



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Some folks figure we eat mostly buffaloes and berries out here in Lubbock. T'aint necessarily so.

Last year our grocery bill added up to a hefty $42,495,000 in Lubbock County. So you can see we're mighty fond of good grocery and food products.

If you're looking for new markets to conquer, come on down and look us over. If you can't make it today, mosey over and check us out in your trusty SRDS and Sales Management

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Richard I. Krug
Penobscot Bldg.
WOodward 5-7260

San Francisco

Fitzpatrick Assoc.
155 Montgomery St.
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PHILADELPHIA DAILY NEWS

an afternoon tabloid,
one of the Fastest-Growing
Newspapers in the United States!

Available Market Data—Local

To secure copies of data listed, use the handy coupons

3710. *Fargo Data.*
Population, income, total retail sales and sales for nine product classifications, in the coverage area, are included in a brochure issued by KXGO-TV, Fargo.

OHIO

3017. *Cleveland Data.*
WEWS, Cleveland, offers a coverage map and information concerning population, families, retail sales and buying income.

3083. *Ohio Food Market.*
A brochure listing food sales, food stores and families in the $2,874,944,000 Ohio market has been published by the *News & Journal-Herald*, Dayton.

3084. *Ohio Liquor Market.*
Counties, families and liquor sales total are contained in a brochure issued by the *News & Journal-Herald*, Dayton.

3085. *Dayton Market.*
Population, consumer spendable income per household, total retail sales, and retail sales per household are included in a report published by the *News & Journal-Herald*, Dayton.

3086. *Canton Market.*
A map of the coverage area of radio station WHBC, Canton, shows population, radio homes, consumer spendable income, retail sales, food sales, drug sales, apparel sales, home furniture sales, automotive sales and filling station sales.

3100. *How to Sell in the Greater Cleveland Market.*
An analysis of actual retail transactions identifies the share of purchasing of various commodities and their total, with the economic and geographic areas of the county. Published by the *Cleveland Plain Dealer*.

3101. 1959 *New Car Sales in Greater Cleveland.*
This report pinpoints automobile purchases to individual census tracts by makers and series numbers of cars sold during 1959. Published by the *Cleveland Plain Dealer*.

3102. *Monthly Report of New Car Sales in Greater Cleveland.*
Total sales, by makes of cars and by individual dealers, for the last available month and for the year to date in Cuyahoga County are reported in a booklet published by the *Cleveland Plain Dealer*.

3103. *Retail Purchasing Related to Family Population by Census Tracts.*
The *Cleveland Plain Dealer* has published a booklet which supplies an appraisal of sales expectancy within each tract by relating its number and share of county's families to its share of retail purchasing.

3104. *Retail Trading Centers of Greater Cleveland.*
The number of retail and service stores and the number of types of stores, in each of the 112 more important retail centers of the county, available off-street parking and the economic area within which the center is located are detailed in a booklet published by the *Cleveland Plain Dealer*.

3105. *Food Store Sales in Cleveland.*
A continuing report issued by the *Cleveland Plain Dealer* covers retail store inventory and invoice audit of a variety of commodities. Included are sales volume, share, distribution, average sales and average inventory per store handling.

3106. *Household Appliances—1958 Sales.*
The *Cleveland Plain Dealer* has published this study of sales of more than 342,183 appliance units in the 30 counties of the Cleveland market.

3107. *Retail Trade in Cuyahoga County.*
This report details, for 31 cities important to the retail sales of greater Cleveland, the 1954 volume and share of Cleveland's total sales by major classifications. Also shows each city's volume and share of county total in 1954 and 1948. Published by the *Cleveland Plain Dealer*.

3108. *The Growth Pace of Cleveland and Its Suburbia.*
This report compares the 1950 census highlights and a 1956 U.S. special census of population made in Ohio in 1956. Published by the *Cleveland Plain Dealer*.

3109. *Growth Expectancy of Greater Cleveland's Population.*
A booklet published by the *Cleveland Plain Dealer* covers the 1950 census of population and estimated population for 1965 and 1970 for each of the 63 cities and towns of the county.

3110. *Seasonal Purchasing Patterns.*
Month by month share of the year's total sales expectancy of 85 commodities as revealed by George Neustadt's studies of retail advertising is included in this booklet published by the *Cleveland Plain Dealer*.

3111. *Retail Sales Planning Calendar.*
A monthly sales planning guide which contains information as to newspaper linage importance of 91 retail commodities, of preference by price and lines and of seasonal activity. Published by the *Cleveland Plain Dealer*.

3112. *Directory of Manufacturers of the Cleveland Market.*
Firm name, city of location, product and number of employes of manufacturers of northeastern Ohio who employ 200 or more workers are listed in a booklet issued by the *Cleveland Plain Dealer*.

3113. *Springfield-Clark County Facts.*
Retail sales and income in the coverage area are included in this report by WBLY, Springfield radio station.

Use the Coupons in Requesting Data

3114. *Sidney Retail Sales.*
Total 1958 retail sales and sales by various types of outlets are given for Sidney and Shelby County in this sheet published by the *Sidney Daily News*.

3115. *Columbus Data.*
A folder, issued by WBNS, Columbus radio station, gives data on population, households, income, retail sales and income for the Columbus metropolitan area.

3117. *Columbus—Test City.*
Food warehouses and drug product distribution facilities in the Columbus area are covered in this folder published by the Dispatch Printing Co., 34 S. Third St., Columbus.

3118. *The Toledo Market.*
A folder issued by the *Toledo Blade* includes a map of the Toledo retail trading zone, population in the metropolitan area and each of the counties, number of households, income, total retail sales, sales by store types, and motor vehicle and gasoline sales.

3119. *Top Ten Brands in Toledo* (1959).
A study issued by the *Toledo Blade* covers product usage, based on brand-bought last, and brand availability in 125 different product categories, based on home interviews and retail store audits. Population and income data for the Toledo area, obtained from the survey, also are included.

3120. *Ohio Liquor Sales.*
This report covers sale of liquor for the first half of 1958 and contains an analysis of liquor sales by counties, types, brands, wholesale and retail for the 19 counties in Liquor District B in Ohio. Published by the *Toledo Blade*.

3121. *Food Store Study.*
A flyer published by KYW, Cleveland radio station, gives number of drug and grocery outlets in the Cleveland metropolitan area and KYW retail trading zone, with food and drug expenditures in both areas.

3122. *The KYW Market.*
A folder issued by KYW, Cleveland radio station, includes map, population, retail sales and Cleveland's rank among other cities in various categories of retail sales.

3123. *Canton Consumer Analysis—1960.*
The *Canton Repository* has published this analysis of buying, shopping, living and ownership factors of Canton area families. The report, second in a series, with comparable data for 1958, includes individual statistics for men and women.

3312. *WSTV-TV Market.*
Folder includes coverage map and lists counties covered by WSTV-TV, Steubenville, and dollars spent in each county for food, drug, automotive, service stations, furniture and apparel. Issued by WSTV Inc., Steubenville.

3313. *Toledo Report.*
A booklet contains population, geography, climate, trade and industry, agriculture, government, schools, manpower, taxation plus a 10-year resume of key community and business indicators in the Toledo area. Issued by the Toledo Area Chamber of Commerce.

3314. 1960 *Toledo Market.*
A resume in new release format covers population, employment, business activity, retail sales, construction and the Port of Toledo. A table with comparative net effective buying income for Toledo and nine other cities is appended. Issued by the Toledo Area Chamber of Commerce.

3315. *Fremont Market.*
The *Fremont New-Messenger* has issued a two-page summary of the Fremont market which includes a map of the area and data on retail sales, major retail food outlets and farm income.

3316. *Columbus Facts.*
A booklet describes the advantages of Columbus as a test city as to industry, diversified population, distribution facilities, transportation and shopping centers. Issued by the *Columbus Dispatch* and the *Columbus Citizen Journal*.

3430. *WJMO Negro Data.*
Negro population, average family income, expenditure for retail goods and services, accumulated savings and home owners are covered for the Cleveland area served by WJMO, Cleveland radio station, aimed at the local Negro market.

3431. *Toledo Top Ten Brands.*
Product usage or ownership and brand-purchased-last data for 130 different product categories and characteristics of the population in the Toledo market are surveyed in an 80-page booklet issued by the *Toledo Blade* and *Times*. Survey by Dan E. Clark II & Associates. Similar surveys (booklets) are available from the following three newspapers, for their markets:

3432. *Youngstown Vindicator.*

3433. *Cincinnati Enquirer.*

3434. *Akron Beacon.*

3435. *Moving Vehicles in Cleveland.*
A study of the number of moving vehicles in Cuyahoga County for a 24-hour period is covered in a folder issued by WGAR, Cleveland radio station.

3635. *Lima Market.*
Population, retail sales, food sales, general merchandise, automotive sales, drug sales and effective buying income are contained in a brochure published by the *Lima Citizen*.

3636. *Lima-Allen County Market.*
Revision and updating of the market data folder of June 1, 1959, giving population, retail sales, number of retail outlets and employment figures are included in a brochure issued by the *Lima Citizen*.

3711. *Troy Market.*
Population, retail sales, food and drug sales, automotive sales, and general merchandise and furniture-appliance sales for Troy are covered in a data sheet published by the *Troy Daily News*.

3712. *Bryan Market.*
A report issued by the *Bryan Times* gives retail sales, food and drug sales, and sales for automotive, apparel and general merchandise for Williams County. Also listed are major manufacturers and number of employes, population and retail stores.

3713. *Dover Market.*
Population, auto sales, bank deposits, farm income and principal industries for Dover are covered in a report published by the *Dover Reporter*.

3714. *Tuscarawas County Market.*
A study of Tuscarawas County, including population, retail sales, income, farms and retail establishments, is presented in a booklet

IT'S A CINCH TO SELL WHEN THEY LISTEN

And "Professional Nursing Home" commands the attention of administrators in this field because it's editorial content is tailored solely to their interests. Nursing Homes and homes for the aging is a booming new market rich in sales. (More than 16,000 homes to date.)

To learn its true worth, see our ad in B P R D or write to . . .

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Represented Nationally by JANN & KELLEY
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ARE THERE HOLES IN YOUR FASHION COVERAGE?

What about the more-than-half of America's women who sew?* They're spending billions every year on cosmetics, hats, stockings, home permanents, shoes, bags, gloves, jewelry, lingerie, furs—everything it takes to complete the look they are creating. Does your fashion message reach them?

It may, or it may not. But there's one way to be sure. Advertise in the one mass medium that women who sew depend upon for their fashion news. That's the NEW and exciting SIMPLICITY MAGAZINE.

SIMPLICITY MAGAZINE, always the giant in the sewing fashion field, made the daring move to digest size with its spring 1960 edition. At the same time, we upped our print order to 750,000. We were optimistic, of course, but newsstands tell us they were long ago sold out. And our subscripton list is growing at a rate we didn't even contemplate.

As soon as circulation figures are tallied, you'll have them. But although we can tell from here that the figures will be impressive, we're much prouder of the effectiveness of the magazine on our enthusiastic audience.

Simplicity
THE BRIGHT FACE OF SUMMER
FASHIONS 150 NEW LOOKS

When you see a copy of the sun-filled summer issue, just out, you'll understand. It's the first NEW fashion magazine in a decade, and it looks it. Filled to the margins with everything new and exciting. More fashion editorial pages and more pages in full color than any other magazine, anywhere.

It's the best salesman we have. That's why we'd like to send one to every potential advertiser in the country. The new SIMPLICITY FASHION MAGAZINE is the fashion buy of the year with a lower cost per thousand and a longer readership life than any other major fashion magazine. Have a look at it. Call ORegon 9-3700 and your copy will be on its way. And wouldn't you like one for your wife? We'll send two.

**63% of America's women sew creatively...*
National Needlecraft Bureau surveys.

Simplicity

The mass fashion magazine for women who sew, published by the world's largest pattern company: SIMPLICITY PATTERN CO. INC., 200 MADISON AVENUE, NEW YORK 16, N. Y.

Available Market Data—Local

To secure copies of data listed, use the handy coupons

compiled by the *Dover Reporter.*

3715. *Youngstown Top Ten Brands.*
Researched brand profiles and product standing of 130 consumer products in the Youngstown market are included in a booklet published by the *Youngstown Vindicator.*

3809. *WSPD-TV Data.*
Population, households, retail sales in total and by category for the coverage area are included in a folder issued by WSPD-TV, Toledo.

3850. *Planned Shopping Center Impact on Cincinnati Market.*
This booklet published by the *Cincinnati Enquirer* gives an economic analysis and survey of changing shopping patterns in the Cincinnati metropolitan area, tells how centers have affected downtown and secondary shopping areas and includes results of a consumer survey contrasting downtown and shopping center patronage.

OKLAHOMA

3317. *Tulsa Data.*
A folder lists market data for Tulsa such as population, retail and wholesale outlets, weather, independent and wholesale grocers and beer distributors. Issued by the *Tulsa World-Tribune.*

3318. *The Tulsa Market.*
A brochure, issued by Branham Co., New York, covers population, income and sales in Tulsa.

3319. *KTOK Coverage Map.*
Fact sheet, issued by KTOK, Oklahoma City, includes a coverage map of the radio station, plus population, families, retail sales and farm population in the station's 36-county market area.

3436. *KTUL Market.*
Sales in various categories, plus population, consumer spending units and income in 28 Oklahoma counties and four counties in Kansas are included in a folder issued by KTUL, Tulsa radio station.

3437. *KTOK Coverage Map.*
Population, families, income, radio homes, car radios, retail sales and farm population are included on a coverage map issued by KTOK, Oklahoma City.

3438. *KTUL Data.*
A coverage map issued by KTUL, Tulsa radio station, includes population, income and retail sales in total and by category, broken down by counties in a 32-county area.

3439. *KWTV Data.*
Population, families, income and retail sales in total and by category in the coverage area are included in a data sheet issued by KWTV, Oklahoma City.

3637. *Oklahoma City Data.*
Economic and industrial data, population, income, and retail sales for the Oklahoma City market are covered in a brochure issued by the Oklahoma Publishing Co., Oklahoma City.

3716. *Oklahoma City Data.*
A booklet issued by the *Daily Oklahoman* and *Oklahoma City Times* contains population, retail sales, income, major retailing outlets and a map of major shopping centers in Oklahoma City.

OREGON

3032. *Portland Market.*
A study of the Portland market, its composition, buying income, retail sales and labor force characteristics is offered by the Maine Broadcasting System.

3124. *Population Density Map of Seattle-Tacoma-Spokane-Portland.*
Maps of Seattle-Tacoma, Portland and Spokane show population, number of households, effective buying income and retail sales. Issued by KXL, Portland radio station.

3125. *Eugene-Springfield Metropolitan Area & Lane County.*
This booklet includes a complete breakdown of the Eugene market, including population, comparisons, buying income, climatic conditions, farm data, labor conditions, retail spending and wholesale trade. Issued by the *Eugene Register-Guard.*

3126. *Oregon Market.*
A folder published by the *Portland Oregonian* contains data by counties for Oregon and seven southwestern Washington counties as to population, families, sales and vehicle registrations.

3127. *Top Ten Brands in Portland.*
A consumer inventory of the greater Portland market, with product-buying profiles of consumers, covers population characteristics of Portland city zone and metropolitan area and top 10 brands of some 125 products. Issued by the *Portland Oregonian.*

3320. *Anatomy of a Market.*
This illustrated booklet, published by the *Oregon Statesman* and *Capital Journal* describes the Salem market as to population, industry, government, agriculture and growth.

3321. *Salem Market Data.*
Fact sheets, issued by the *Oregon Statesman-Journal,* contain data on the Salem market including population, retail sales, number of state employes, number of telephones, gas and electric meters, auto registrations and bank savings deposits.

3440. *Portland Top Ten Brands.*
A personal interview consumer inventory of the Portland market is summarized in an 80-page booklet published by the *Oregonian.* The study is by Dan E. Clark II & Associates.

3441. *KPTV Data.*
A data sheet issued by KPTV, Portland, includes population, families, income, total retail sales and sales by product type in the coverage area.

3442. *Klamath Falls Market.*
Population, income, income per family and retail sales by county in a four-county coverage area are included in a fact sheet issued by the *Klamath Falls Herald & News.*

PENNSYLVANIA

3128. *Bradford Buying Power.*
Population, number of households, buying power and retail sales in the Bradford market area are included in this folder issued by the *Bradford Era.*

3129. *Delaware County Data.*
Retail sales, buying power, industry and home construction in Delaware County are covered in this folder published by the *Times,* Chester.

3130. *Philadelphia Suburb Liquor Sales.*
A study of the sales of all liquor in 30 selected Pennsylvania state liquor stores of the Philadelphia suburban area, shown by years for five years—1954-1958. Issued by Ralph R. Mulligan for Philadelphia Suburban Newspapers, Ardmore.

3322. *The Scranton Market.*
Booklet, issued by the *Scrantonian* and *Tribune,* describes the Scranton market as to population, railroads, principal industries, buying income, retail sales, colleges and universities and leading chain stores.

3323. *Comparison of New Passenger Car Registration in Philadelphia.*
Registration by manufacturer per county and make for first 10 months of 1958 and 1959 in the 14 counties in the Philadelphia market are compared in this sheet issued by the *Norristown Times Herald.*

3509. *Scranton Market.*
Building permits, food sales, population, retail sales and auto registrations are covered by the *Scranton Times* in a group of folders.

3510. *Pittsburgh Food Market.*
A breakdown of the food store sales in Pittsburgh and its 14-county market is given in a brochure issued by the *Pittsburgh Post-Gazette.*

3511. *Allegheny County Family Income.*
The average income and total personal income by municipality are reported in a folder issued by the *Pittsburgh Post-Gazette.*

3512. *Allegheny County Shopping Centers.*
Shopping center activity and population changes are offered in a brochure by the *Pittsburgh Post-Gazette.*

3540. *Oil City-Franklin Food Survey.*
A survey of availability of 40 food store items, by brand name, with store manager's opinions on best sellers is available (by category) from the *Derrick* and *News-Herald,* Oil City. Included are population and income in the trade area.

3541. *Scranton—Wilkes-Barre Data.*
Population, families, income and retail sales by category for the WNEP-TV area are contained on a fact sheet from the Scranton station.

3542. *Philadelphia Growth.*
Population and households in five major segments of the Philadelphia area, plus retail and service sales, growth since 1950 and industrial capital expenditures since 1950, are available from the *Philadelphia Bulletin.*

3543. *Bloomsburg-Hazleton-Allentown.*
A folder from WHLM, Bloomsburg; WAZL, Hazleton, and WHOL, Allentown, shows retail sales by category, auto sales, farm population and income for each of 24 counties in the three-market radio coverage area, plus total population and homes for the area.

3544. *York County Ranking.*
The *Gazette & Daily,* York, offers comparisons of five "Pennsylvania Dutch" counties in population, retail sales by category, farm population and income, auto registration and manufacturing data.

3638. *Delaware County Data.*
Listing of principal industries, effective buying income, population, families, and food and drug outlets in Delaware County are contained in a booklet published by the *Delaware County Daily Times,* Chester.

3717. *Grocery Distribution.*
A survey of 40 grocery classifications and store managers' "best seller" opinions, conducted last December by 85 interviewers in a 10% cross-section of the nine-county market's 1,300 corporate chain supermarkets, independent and regional chain supers, and members of independent and voluntary cooperative groups, is reported in a brochure issued by Western Pennsylvania Hometown Dailies, P.O. Box 1857, Pittsburgh.

3718. *Meat Products Distribution.*
A study of the distribution and sales position of brands of bacon, frankfurters, frozen dinners and pot pies, frozen steaks and patties, hams, and prepackaged sliced meats in 83 outlets of corporate grocery chains and hundreds of stores in 12 regional chains in western Pennsylvania is covered in a brochure published by Western Pennsylvania Hometown Dailies.

3719. *Western Pennsylvania Data.*
Retail sales, population, automotive sales and gasoline stations sales for Pittsburgh, Allegheny County, and western Pennsylvania, are contained in data sheets issued by Western Pennsylvania Hometown Dailies.

3720. *Beer and Ale Survey for Philadelphia.*
A 1960 survey of beer and ale distributors and retail licensees to determine distribution and leading brands in Philadelphia is covered in a booklet issued by the *Philadelphia Inquirer.*

3721. *Allentown Data.*
Population, households, total income, income per household, total retail sales, and sales of nine classifications of products, plus a historical review of Allentown are included in a pocket booklet issued by Call-Chronicle Newspapers Inc., Allentown.

3722. *Harrisburg Data.*
A booklet issued by Patriot-News Co. contains highlights of Harrisburg, including industries, liquor sales, freight shipments and population.

3723. *Philadelphia Data.*
A booklet issued by the *Philadelphia Inquirer* contains figures on Philadelphia's 14-county marketing area, including population for all counties; population trends since 1900, new passenger car sales, and special port and bridge traffic data.

3724. *Pennsylvania Liquor Facts.*
A report of the 45 best-selling whiskies in Pennsylvania during 1959 includes case sales figures for 1958 and 1959, with the percentage of change and the brands' rank for both years. It also includes the per cent of all Pennsyl-

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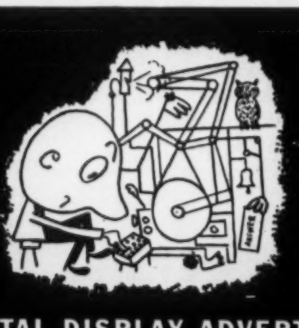

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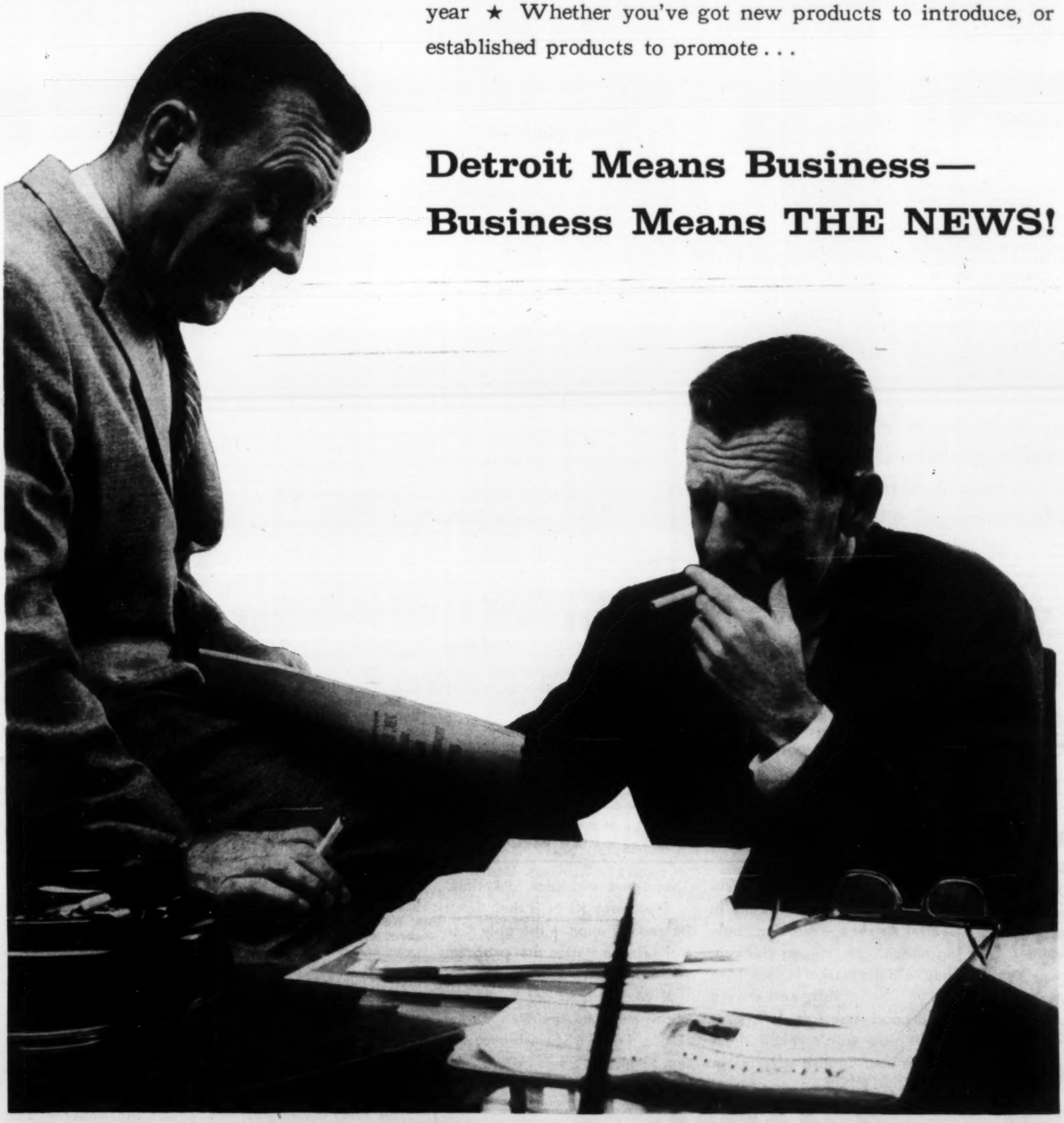

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Available Market Data—Local

To secure copies of data listed, use the handy coupons

vania whisky sales, and of all alcoholic beverage sales represented by each brand. Published by the *Philadelphia Inquirer.*

3725. *Delaware Valley Automotive Facts.*
A pamphlet issued by the *Philadelphia Inquirer* gives new passenger car sales (through 1959) for Philadelphia and its retail trading area. It shows current figures and those for past years for each make, and it also contains a special annual report of new foreign car sales.

3726. *Philadelphia Selected Services Report.*
This report deals with total receipts of selected services in Philadelphia and its 14-county trading zone. Among selected service businesses are hotels, motels, motion pictures, auto service stations and garages and tourist courts. Issued by the *Philadelphia Inquirer.*

3727. *Philadelphia Retail Sales.*
This report lists total retail sales for Philadelphia and its 14-county market, broken down by county, obtained from the 1958 Census of Business. The report was issued by the *Philadelphia Inquirer.*

3728. *Supermarkets in Delaware Valley.*
This report contains a revised tabulation of distribution of major chains' markets and independent supermarkets in the Philadelphia trading area classified within 56 community business areas. Issued by the *Philadelphia Inquirer.*

3729. *Product Use in Delaware Valley.*
This continuing study measures buying expectations and product use by brands in households in the Delaware Valley market, conducted by Sindlinger & Co., business analyst. Appropriate portions of the study are available only to advertisers in the *Philadelphia Inquirer*, and only through representatives of the newspaper.

3730. *Delaware Valley Shopping Centers.*
A folder listing 125 major shopping and business centers in the Philadelphia retail trading area includes a map of the market, showing all centers with relative importance indicated, lists of leading centers in six merchandise classifications, and locations of major department and specialty stores and their branches. Published by the *Philadelphia Inquirer.*

3816. *Philadelphia Radio Audience.*
A qualitative survey of Philadelphia radio listening families—age group, buying habits, number of children, income bracket, etc.—is described in a booklet issued by Radio Station WIBG, Philadelphia.

3817. *WIBG Ready Reference Summary.*
A capsule analysis of the Philadelphia radio market, including a coverage map, listening audience, population, households and retail sales, is given in a folder issued by Radio Station WIBG, Philadelphia.

RHODE ISLAND

3545. *Providence Data.*
Population, families, income and retail and food sales for the WJAR-TV coverage area are available from the Providence station.

3732. *Rhode Island Travel and Vacation Survey.*
This study highlights travel and vacation habits of high income families in Rhode Island. The survey is based on a 10% sample of doctors, dentists, lawyers and business executives throughout the state. Compiled by the *Providence Journal-Bulletin.*

3733. *Rhode Island Test Markets.*
Test cities by population size, distribution of retail sales and distribution of tests in Rhode Island are given in this booklet issued by the *Providence Journal-Bulletin.*

3734. *Greater Providence Rhode Island Market.*
This booklet shows population, dwelling units, employment, income, retail sales and number of stores, by county, and for the state of Rhode Island. It also contains an eight-page market map. Issued by the *Providence Journal-Bulletin.*

SOUTH CAROLINA

3092. *Columbia Data.*
A brochure giving information on Columbia, S. C., population, income, and retail sales has been published by the Branham Co., 99 Park Ave., New York.

3131. *Columbia Coverage Map.*
A map issued by the State-Record Newspapers, Columbia, shows population, consumer income and retail sales for the Columbia, Charleston and Greenville markets.

3818. *Greenville Brand Inventory.*
A 136-page booklet lists brands of foods, drugs, soaps and cleansers, automobiles, household goods, cigarets, appliances and other products in homes in the Greenville market. Issued by the *Greenville News-Piedmont.*

3819. *Florence Market.*
Income and retail sales in Florence and the Pee Dee area are covered in a folder issued by the *Florence News.*

SOUTH DAKOTA

3132. *Sioux Falls Coverage Map.*
The *Sioux Falls Argus-Leader* has issued a folder containing a map, plus dwelling units in 50 South Dakota counties and four Minnesota and four Iowa counties.

3341. *Argus-Leader Coverage.*
A coverage map from the *Sioux Falls Argus-Leader* includes number of families in the Sioux Falls trading zone, plus dwelling units in all counties of South Dakota and four counties each in Minnesota and Iowa.

Use the Coupons in Requesting Data

3342. *Sioux Falls Data.*
Data sheets giving population, income, retail sales, utility use and industry for Sioux Falls, plus lists of retail and wholesale establishments, are offered by the *Sioux Falls Argus-Leader.*

3343. *Sioux Falls Market Definition.*
A brochure issued by the Branham Co. covers metropolitan Sioux Falls and includes population, households, income and retail sales.

3708. *Aberdeen Market.*
Population, households, effective buying income, gross farm income and total retail sales in Aberdeen are contained in this report issued by KXAB-TV, Aberdeen.

TENNESSEE

3133. *A New Metro Market.*
A booklet issued by WCYB-TV, Tri-Cities—Bristol, Johnson City, Kingsport—describes the two-state, 34-county market served by the station as to population, industries and farm data.

3134. *WDEF-TV Market Facts.*
Chattanooga sales, population, industries, employment and payroll statistics are covered in this folder published by WDEF Broadcasting Co., Chattanooga.

3135. *Memphis Facts.*
Fact sheets published by the Memphis Chamber of Commerce give income, retail sales and other data on Memphis, from A (air lines, altitude) to Z (zoo).

3136. *Let's Look at Memphis.*
A folder published by the Memphis Chamber of Commerce includes data in such categories as: Economy, finance, utilities, labor, transportation and industrial facilities.

3344. *Nashville Market.*
Population, sales and income in Nashville and surrounding counties is contained in a folder from the *Nashville Banner* and *Tennessean.*

3345. *Nashville Area.*
The Nashville metropolitan area and retail trade zone are examined in regard to population, households, income and retail sales in a brochure from the Branham Co.

3513. *Memphis Agricultural Market.*
A study of the Negro agricultural market of Memphis includes machinery and vehicle sales, total agricultural purchases and population breakdowns.

3546. *Nashville Market.*
WSM-TV, Nashville, offers a fact sheet with population, families, income and retail and food sales.

3606. *Memphis Market.*
This folder describes the Memphis metropolitan area and the 76-county Memphis trade territory in terms of income and sales by counties. Issued by the Memphis Publishing Co.

3607. *Memphis Consumer Panel.*
This study covers purchases of 300 representative families in Memphis in 43 grocery and 17 drug classifications. Purchases are shown by brand, month-by-month for grocery items and on a quarterly basis for drug items as well as for a six-month period. Issued by the Memphis Publishing Co.

TEXAS

3137. *The Houston Negro Market.*
Data sheets include population, number of homes, income, expenditures, educational levels, product preferences, audience ratings and motivation research. The same data also is available for New Orleans, Baton Rouge and Lake Charles, La., Memphis and Mobile, Ala. Issued by the OK Group, Houston.

3138. *Valley City Data.*
This folder includes data on population, retail sales and farm acreage in Valley City, in the Lower Rio Grande Valley. Issued by Rio Grande Valley Group newspapers, Harlingen.

3139. *Corsicana Market Data.*
Folder includes map and data on population, industrial, agriculture, transportation, civic, education and oil fields of the Corsicana market. Issued by Sun-Light Publishing Co., Corsicana.

3140. *Grocery Products Sales Survey of Temple Market.*
This report of the fifth annual survey of chains and independent stores in the Temple market shows sales performance of various brands in product groups from aluminum foil to waxes. Issued by the *Temple Telegram.*

3346. *El Paso Data.*
KSET, El Paso radio station, has published a rate card which includes population, income, sales, utility ownership, auto ownership, industry and transportation facilities in El Paso.

3347. *Dallas Brochure.*
A brochure issued by the *Dallas Times Herald* covers retail sales, population and telephone use in Dallas.

3348. *Beaumont Retail Sales.*
Comparative retail sales figures for 1954 and 1958 in the Beaumont area are offered by the Branham Co.

3349. *Beaumont Shopping Habits.*
A study of 1,000 housewives in Beaumont, giving shopping habits by brand and market share, is available from the *Beaumont Enterprise & Journal.*

3350. *San Antonio Data.*
Population, households, income and sales for the San Antonio area is offered by the Branham Co.

3351. *San Antonio Brand Preferences.*
A detailed study of brand preferences among grocery and drug items, plus data on population, income, occupation and appliance and auto ownership for the San Antonio area is available from the *San Antonio Light, Express* and *News.*

3352. *City of San Antonio.*
A brochure from the *San Antonio News* and *Express* includes population, households, income, retail sales, auto registration, utility use and chain store locations in the city area.

3353. *Monahans Market Data.*
Data on population, households, income, car ownership, retail sales and farms in the KVKM coverage area is offered by the Monahans radio station.

3354. *Beaumont Food Store Sales.*
Data on retail food sales in Beaumont, including the city's comparative rank among Texas metropolitan areas, is included in a booklet from the *Beaumont Enterprise* and *Journal.*

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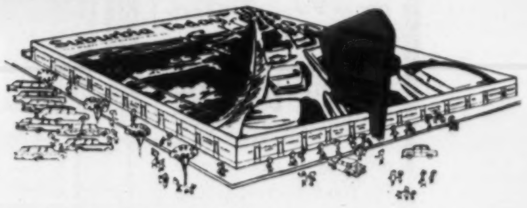
WITH 144.1 AUTOMOBILES
PER 100 FAMILIES

The *Suburbia Today*™ Reader has $2,400 a year* More to Spend on Your Products!

Suburbia Today readers not only own more cars per family (1.44) than readers of any other media, but they rank among the highest for ownership of other products. For instance, their power mower ownership is 60%; power tools, 41%; outboard motors, 15%; family pets, 62%.

Suburbia Today families are larger, have a higher home ownership, higher educational level, and live in faster-growing communities than any other group in America today.

Major advertisers and agencies have quickly recognized the value of *Suburbia Today's* select-suburb audience. That's why our April issue has grown to 48 pages, the biggest in our short 16-month history.



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2. Suburbia Today dealers sell almost three times as much per store as the national average.
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4. *Suburbia Today families have $200 a month more purchasing power than the average American family.

Available Market Data—Local

To secure copies of data listed, use the handy coupons

3547. *WFAA-TV Dallas.*
Population, income and retail sales in the WFAA-TV coverage area offered by the Dallas station.

3548. *San Antonio Market.*
WOAI-TV, San Antonio, has available population, families, income, retail and food sales and tv households in its coverage area.

3549. *KPRC-TV Houston.*
Population, families, income and retail and food sales in its broadcast area are available from KPRC-TV, Houston.

3550. *KSYD-TV Coverage Data.*
A coverage map from KSYD-TV, Wichita Falls, includes population, families, retail sales and effective buying income for the 44 counties in Oklahoma and Texas reached by the station.

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3551. *Houston Liquor Market.*
The *Houston Chronicle* offers a booklet which gives liquor sales for Houston, and compares it with the city retail trading zone and other Texas markets.

3552. *Dallas Top Ten Brands.*
A booklet showing the top ten brands in a wide variety of consumer products in Dallas, along with the characteristics of households which purchased the products, is offered by the *Dallas Morning News.*

3553. *Rio Grande Valley.*
A booklet from KRIO radio, McAllen, gives data on population, households, income and retail sales in Hidalgo and Cameron Counties.

3554. *Houston Market Data.*
A data sheet from the *Houston Chronicle* gives population, households, income, retail sales by category and number of households by income for the Houston retail trade zone.

3555. *KFJZ-TV Data.*
Population, families, retail sales and effective buying income in each of the 22 counties reached by KFJZ-TV, Fort Worth, are available from the station.

3556. *Dallas-Fort Worth Food Stores.*
Percentage of market sales by chain stores and cooperative food store groups in Dallas and Fort Worth are available from KFJZ-TV, Fort Worth.

3557. *KFJZ-TV Area Food Sales.*
Data sheets from KFJZ-TV, Fort Worth, show the counties covered by the station with amount spent for food in each county in 1959.

3608. *Chain Store Study.*
A brief study of the chain store situation in the Odessa-Midland area, with county breakdowns of food and drug sales along with family income, is covered in a brochure issued by KOSA-TV, Odessa.

3609. *Texas Metropolitan Markets.*
A breakdown of the top 20 Texas metropolitan markets with regard to rank in population, buying income, total retail sales, food and drug sales, with projections to 1965, are included in a brochure issued by KOSA-TV, Odessa.

3820. *Texas-Louisiana Markets & Media—Dallas.*
A study of the Dallas market, defines the size and composition, population, market potentials and the percentage of home purchasing and brands purchased for more than 50 grocery product categories. Issued by the *News* and *Times Herald.* Fifteen similar reports are available from the following newspapers for their markets:

3821. *Abilene Reporter News.*

3822. *Austin American-Statesman.*

3823. *Big Spring Daily Herald.*

3824. *Corpus Christi Caller-Times.*

3825. *Fort Worth Star-Telegram.*

3826. *Greenville Herald-Banner.*

3827. *Houston Chronicle* and *Post & Press.*

3828. *Lufkin News.*

3829. *Marshall News Messenger.*

3830. *Port Arthur News.*

3831. *San Angelo Standard-Times.*

3832. *San Antonio Express-News.*

3833. *Shreveport (La.) Times & Journal.*

3834. *Victoria Advocate.*

3835. *Waco News-Tribune* and *Times-Herald.*

3836. *Dallas Data.*
Data sheets include maps showing comparative income and sales of the 10 largest Texas counties, the Dallas retail trading zone, overlapping of ABC retail trading zones of Northeast Texas, Dallas County traffic flow, and other data on the Dallas freeway loop, Dallas County growth compared with national, family immigration and immigration for Dallas, and a forecast of 1960 appliance sales. Available from the *Dallas Times Herald.*

Use the Coupons in Requesting Data

3837. *Shopping Center Map.*
A map shows major suburban shopping centers of Dallas, with estimates of establishments by types, square footage and employment. Issued by the *Dallas Times Herald.*

3838. *Dallas County Newspaper Survey.*
A survey by Belden Associates shows Dallas newspaper penetrations in Dallas County by income, age, socio-economic status, race and home tenure. Issued by the *Dallas Times Herald.*

3839. *Top Ten Brands in Dallas.*
A study conducted by Dan E. Clark & Associates is a personal interview consumer inventory of the brand bought last for 150 products, including groceries, drugs, toiletries, automotive, appliances and clothing. Issued by the *Dallas Morning News.*

3840. *Beaumont Brand Preferences.*
This booklet includes a comparative measurement over the past five years of Beaumont housewives' preference by brand of some 80 food and appliance items. Issued by the *Beaumont Enterprise* and *Beaumont Journal.*

3841. 1959 *Grocery Store Distribution.*
A comparative breakdown (over the past five years) by brands actually found on the shelf of some 80 grocery items with independent and chain grocery stores listed separately and as a composite. Issued by the *Beaumont Enterprise* and *Beaumont Journal.*

3842. *Dallas—What Makes Big D Big?*
Population, income and sales, and the growth of each, plus insurance, finance, oil, conventions and industry data are included in a booklet issued by the *Dallas News.*

UTAH

3141. *Salt Lake City Market.*
Brochure compares the Salt Lake City market with New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco, Pittsburgh, St. Louis and Washington, as to population, sales, building materials, food store and household sales. Issued by KSL, Salt Lake City radio station.

3150. *KSL Market Buy.*
A brochure from KSL, Salt Lake City radio station, shows percentage of sales in Salt Lake County compared with percentage in 90 other counties in its coverage area for 11 product categories.

3151. *Greater Salt Lake Analysis.*
An analysis of consumer preference in foods, soaps and cleansers, drugs and toiletries, home appliances, automotive and wearing apparel categories, plus population, sales and other data on the Intermountain market, is contained in a booklet from the *Salt Lake City Tribune* and *Deseret News & Telegram.*

VERMONT

3559. *WCAX-TV Coverage.*
A booklet from WCAX-TV, Burlington, gives total homes, tv homes, population and retail sales for its U.S. coverage area, which includes portions of Vermont, New York and New Hampshire, plus data on its Canadian coverage.

VIRGINIA

3152. *The New Newport News.*
Data on retail sales, population, construction and utility ownership for the Newport News and Hampton metropolitan area is available from the *Daily Press* and *Times-Herald.*

3153. *Facts About Tidewater.*
WTAR-TV, Norfolk, offers facts on population growth, sales and effective buying income in its area.

3154. *Norfolk Data.*
Estimates on Negro population, families and income in Norfolk is contained in a folder from the *Journal & Guide,* Norfolk.

3165. *Richmond Households.*
Richmond Newspapers offers a study of 350 households including projections on population and per cent of population of householders by annual income brackets in the Richmond metropolitan area.

3558. *WTAR-TV Data.*
Population, families, effective buying income and retail and food sales in the WTAR-TV coverage area are available on a fact sheet from the Norfolk station.

3843. 1960 *Norfolk Statistical Digest.*
A 64-page book contains a ten-year tabulation of all available economic and business indicators for the Norfolk-Portsmouth metropolitan area. Includes auto registrations, retail sales, imports and exports and population. Issued by the *Virginian-Pilot* and *Ledger-Star.*

3844. 1960 *Calendar of Navy Paydays in the Norfolk-Portsmouth Area.*
Monthly calendars show the days on which Navy military and civil service personnel will be paid during 1960. Table shows 1959 payroll for the Navy personnel. Issued by the *Virginian-Pilot* and *Ledger-Star.*

3845. 1960 *Norfolk Market.*
A report issued by the *Virginian-Pilot* and *Ledger-Star* contains population, households and retail sales for all counties in the Norfolk retail trading area, with maps.

3846. *New Car and Truck Registrations.*
The *Virginian-Pilot* and *Ledger-*

FORT WAYNE
INDIANA'S GOLDEN ZONE

U.S. BUSINESS CENSUS
PRELIMINARY REPORT SHOWS . . . .

THE TREND IS UP
IN FORT WAYNE, IND.

From automobiles to building materials, the sales trend in the Fort Wayne Metropolitan Area is up. Gains over the 1954 census were reported by the U.S. Business Census Preliminary Report for 1958. Top gain in the entire state was reported by Fort Wayne with a big 73% jump in food sales.

FORT WAYNE SALES SHOW GAIN

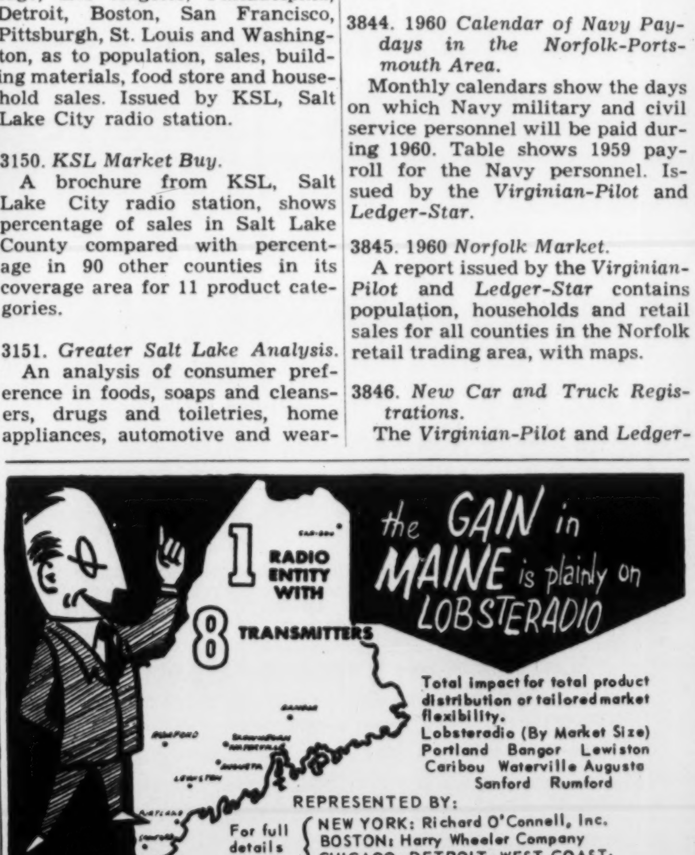
Total Retail Sales	$289,968,000	+21.0%
Building Materials	16,374,000	+10.1%
General Merchandise	44,491,000	+12.1%
Automotive	50,482,000	+ 5.2%
Gasoline	20,115,000	+30.6%
Apparel	16,009,000	+ 1.0%
Furniture H. H.	12,361,000	— 2.5%
Eat and Drink	22,571,000	+17.4%
Drug	8,941,000	+23.4%
Retail Payroll	36,116,000	+21.9%
Retail Employment	12,872	+12.6%
Establishments	1,708	— 1.8%
Food Sales	69,235,000	+73.1%

WRITE FOR FREE
GOLDEN ZONE MARKET BOOK

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco


1 RADIO ENTITY WITH
8 TRANSMITTERS
the GAIN in MAINE is plainly on LOBSTERADIO

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Portland Bangor Lewiston
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It follows too, that the more important you are, the greater are your responsibilities and decisions, and the more attentive you are to the important news of our day.

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Ask your advertising agency for the documented facts on the growing recognition of "U.S.News & World Report" as the important magazine . . . from your standpoint, very likely the most important magazine of all!

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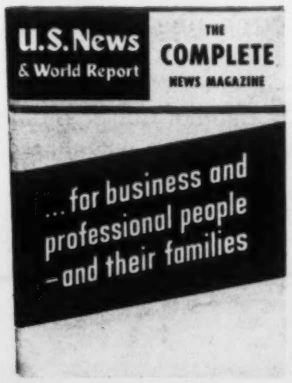

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Available Market Data—Local

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Star publishes every month data sheets which show unit registrations of all makes of American and imported cars and trucks in the Norfolk-Portsmouth and Richmond metropolitan statistical areas, compared with the same month of the previous year and for the year to date.

WASHINGTON

3155. *Seattle Sales Area.*
A coverage map from KING-TV, Seattle, includes population, families, retail sales and effective buying income of 13 counties.

3156. *Yakima and Walla Walla.*
Central Washington data, including population, effective buying income and sales in ten categories is contained on a coverage map from KNDO-TV, Yakima, and KNBS-TV, Walla Walla.

3355. *Spokane Data.*
A presentation on the Spokane market, including population, families, income and retail sales is offered by the *Spokesman-Review* and *Spokane Daily Chronicle.*

3356. *Spokane Vacation Survey.*
A survey from the *Spokesman-Review* and *Spokane Daily Chronicle* shows data on vacations of area residents, including number of families who take vacations, by month, length, size of party, mode of travel, distance, amount spent, location, type of accommodations and activities.

3560. *Sales in Washington.*
A booklet from the *Seattle Times* gives population, buying income and retail sales by category for all counties in Washington, plus comparisons with King County (Seattle).

3561. *Seattle Consumer Analysis.*
Consumer preference and dealer distribution for leading brands in the Seattle market, including food, soaps, toiletries, automotive and appliances is issued by the *Seattle Times.*

3562. *Washington Liquor Sales.*
Sales of liquor by brand in Washington, including sub-totals for King and Pierce Counties, and the remainder of East Washington and West Washington, is detailed in a booklet from the *Seattle Times.*

3563. *KREM-TV Data.*
KREM-TV, Spokane, offers data on population, families, buying income, retail and food sales in its coverage area.

3847. *KREM Radio Coverage Map.*
A map issued by KREM Broadcasting Co., Spokane, shows food, drug, automotive and total retail sales, plus households, population and income for a 23-county market area.

3848. *KREM-TV Coverage Map.*
Map issued by KREM Broadcasting Co., Spokane, shows food, drug, retail sales, households, population and income for the KREM-TV coverage area.

WEST VIRGINIA

3157. *Charleston Coverage.*
Population, radio homes, income, auto ownership and retail sales for the area, are offered by WCHS and WCHS-TV, Charleston, and WPLH, Huntington.

3158. *WCHS-TV Market Area.*
Population, families and total retail sales for 65 counties in its coverage area is contained with a coverage map from WCHS-TV, Charleston.

3564. *WHLL Data.*
A brochure from WHLL, Wheeling, includes data on population, families, income, retail sales by category and leading industries in its coverage area.

3565. *WTRF-TV Coverage.*
Total population, buying income, tv homes and retail sales in the coverage area are available from WTRF-TV, Wheeling.

WISCONSIN

3159. *WISN Market Data.*
WISN, Milwaukee radio station, offers facts on population, households, income, retail sales, autos, grocery and drug store share-of-market, gasoline station share-of-market and modes of transportation of workers in the Milwaukee metropolitan area.

3160. *Sheboygan Data.*
Population, industrial and municipal activities and port facilities for Sheboygan are covered in a folder from *Sheboygan Press.*

3161. *Wisconsin Market Data.*
The Wisconsin Newspaper Advertising Executives Assn., Madison, offers a booklet giving retail sales data, income distribution and transportation characteristics of each of the 71 counties in the state.

3162. *Madison Data.*
Population, income, retail sales and test market aptitudes for the Madison market are included in a folder from Madison Newspapers Inc.

3163. *Madison Grocery Stores.*
An estimated share of market for chain, independent group and unaffiliated grocery stores in Madison is available from Madison Newspapers Inc.

3164. *Oshkosh Market.*
An industrial summary of Oshkosh, with retail sales ranked comparatively with other Wisconsin metropolitan areas is available from the *Oshkosh Daily Northwestern.*

3357. *Madison Market Facts.*
A brochure issued by WKOW and WKOW-TV, Madison, includes population, retail sales, farm population and food chains in the Madison area.

3358. *WSAU-TV Coverage.*
A map and data sheet issued by WSAU-TV, Wausau, includes population brackets of surrounding counties and total homes and tv homes for the WSAU-TV coverage area.

3359. *WSAU-TV Rate Card.*
A rate card from WSAU-TV, Wausau, includes population, homes, income and sales in the area served.

3360. *Manitowoc Data.*
Data on industrial production figures, income and population for its area is offered by the *Manitowoc Herald-Times-Two Rivers Reporter.*

3566. *WTMJ-TV Market Data.*
A booklet with population, households and sales in the 11-county Milwaukee trading area is offered by WTMJ-TV, Milwaukee.

3567. *Beloit Consumer Survey.*
A survey of brand preference in food, liquor, automotive and other categories, plus shopping habits, family income and wage-earner statistics in the Beloit area, is published by the *Beloit Daily News.*

3568. *Beloit-Rock County Data.*
The *Beloit Daily News* offers a folder with population and retail sales by category for Beloit and Rock County, plus agricultural income and principal industries in the area.

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TRADEMARK

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3569. *WISN-TV Facts.*
A fact sheet from WISN-TV, Milwaukee, gives population, families, buying income, retail and food sales in the coverage area.

3570. *Milwaukee Market Data.*
Population, buying income, retail sales by category, passenger cars, number of grocery stores, drug stores and gasoline stations, and data on movement of workers in its area, are offered by WISN-TV, Milwaukee.

3777. *Doughnut Sales Potential.*
A presentation prepared by WISN, Milwaukee, shows doughnut buying per family in the east north central U. S., doughnut dollar sales through various store types, per cent of dollars spent for doughnuts by days of week and 1957 doughnut sales in the U. S.

3849. *Green Bay Market.*
A booklet issued by WFRV-TV, Green Bay, describes its coverage area as to income, sales, farm income.

SOON TO BE PUBLISHED

3125. *This Is New Hampshire.*
The *Manchester Union*, Manchester, N.H., will publish in late May or June a folder covering retail sales, population and other market data. Coverage maps will be included.

3126. *Consumer Analysis of Las Vegas.*
The *Las Vegas Review Journal* will publish in June results of a survey of local brand preferences and buying habits.

3200. *Automotive Sales Brochure.*
This booklet covers automobile sales and registration in the San Diego market for new cars and commercial vehicles, imported registrations, advertising linage by makes, and family one, two and more car ownership will be covered in a booklet to be issued by the *San Diego Union-Tribune* after May 1.

3489. *Sacramento Data.*
A brochure which covers population, families, income and retail sales in the local metropolitan area will be issued in June by KFBK, Sacramento radio station.

3620. *Fresno Data.*
Population and retail sales for the metropolitan area will be covered in a report to be issued in June by KMJ-TV, Fresno, Cal.

3621. *Bakersfield Data.*
A brochure to be issued in June by KERN, Bakersfield, Cal., radio station, will contain population, income, families and retail sales in the Bakersfield metropolitan area.

3622. *Modesto Data.*
Population, families, income and retail sales in the four-county area surrounding Modesto, Cal., will be included in this report to be issued in June by KBEE, Modesto radio station.

3623. *The Reno Market.*
Population, families, income and retail sales data for the 19-county market in Nevada and California served by KOH, Reno radio station, will be covered in this report to be issued by the station in June.

610. *Pueblo Data.*
The Pueblo Chamber of Commerce will publish about May 15 an illustrated pamphlet showing diversification of market and giving economic statistics. Available from the *Pueblo Star-Journal* and *Chieftain*, Pueblo, Colo.

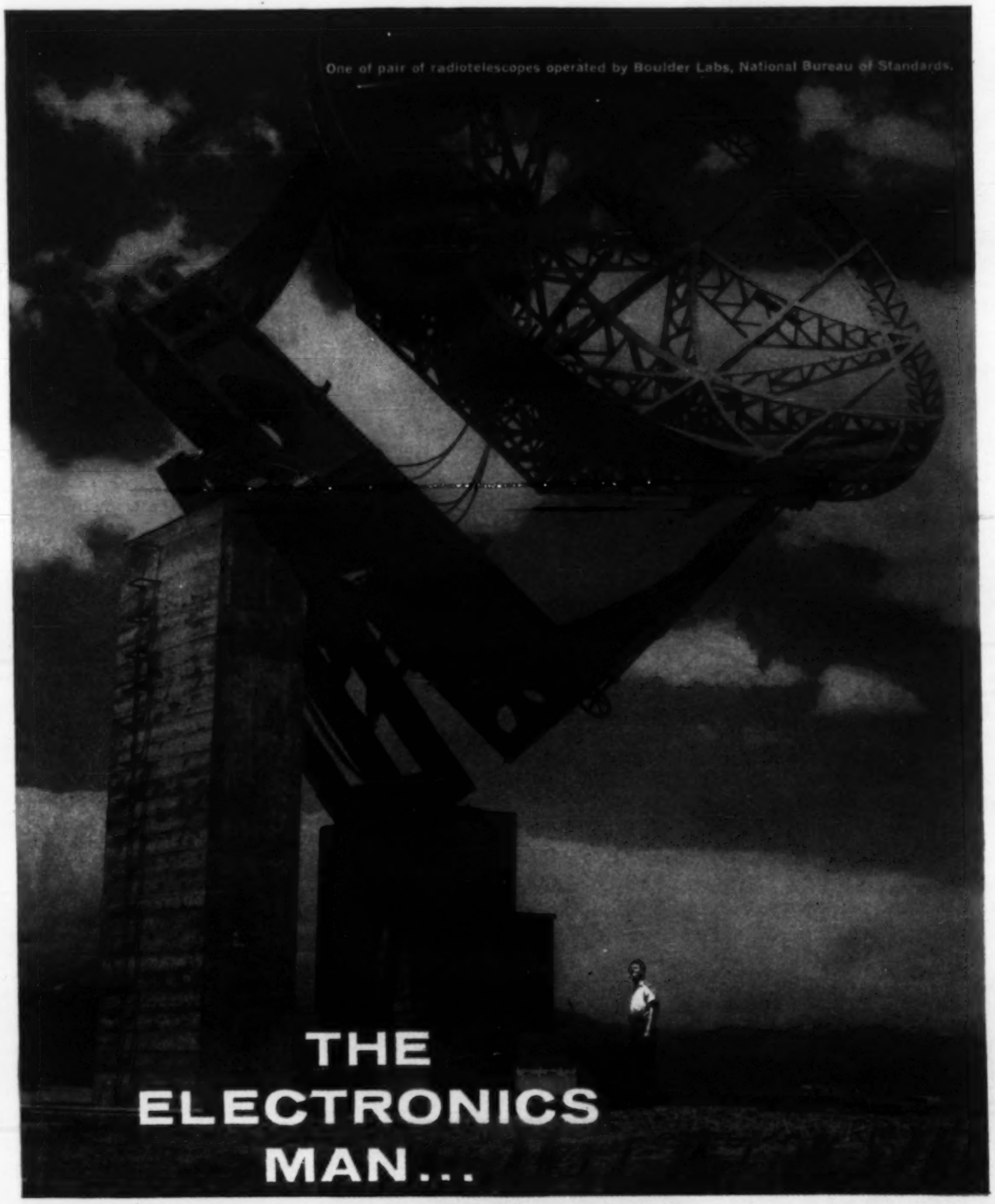
611. *Cigarets in Minnesota.*
Percentage of smokers in Minnesota and Hennepin County, brand preference of smokers and amount of king-size and filter smoking by brands will be included in a booklet to be published "soon" by the *Minneapolis Star & Tribune*.

3612. *Minnesota Homemaker No. 13.*
The *Minneapolis Star & Tribune* will publish Sept. 1 its annual home-interview study of products on hand and in use in Minnesota homes, with special emphasis on Minneapolis and Hennepin County.

3613. *Mr. Minnesota No. 2.*
The *Minneapolis Star & Tribune* will publish Sept. 1 the second biennial home interview study of Minnesota men, covering sports interests, buying habits and product inventories.

3675. *Los Angeles Top Ten Brands.*
A personal interview consumer inventory of the Los Angeles market, will be published in August, 1960, with product-buying profiles of consumers, by the *Los Angeles Evening Herald-Express*. It contains 130 categories, largely food products, showing consumer preferences.

3778. *San Jose Market Data.*
A booklet showing population, employment and retail sales in the San Jose metropolitan area will be published in June by the *Mercury & News*, San Jose, Cal.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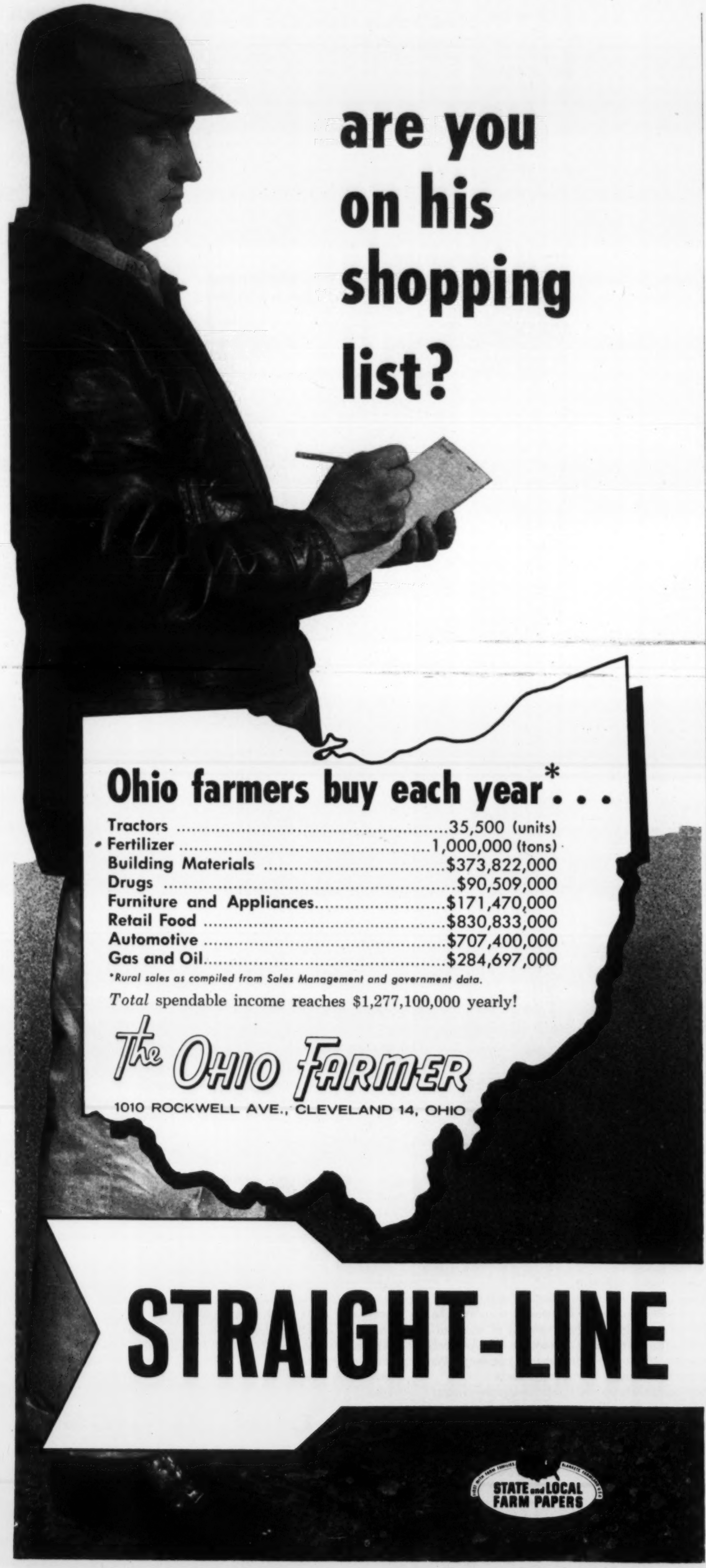

are you on his shopping list?

Ohio farmers buy each year*. . .

Tractors	35,500 (units)
Fertilizer	1,000,000 (tons)
Building Materials	$373,822,000
Drugs	$90,509,000
Furniture and Appliances	$171,470,000
Retail Food	$830,833,000
Automotive	$707,400,000
Gas and Oil	$284,697,000

*Rural sales as compiled from Sales Management and government data.

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3676. *The Omaha Market Bulletin.*

Volume two, number two, of this quarterly bulletin will be published April 29, 1960, listing both current and long-range developments in the Omaha market, including new industry, expansion of existing companies, construction and other market facts. Issued by Meredith WOW Inc.

3787. 1960 *Des Moines Register & Tribune Iowa Brand Inventory.*

This will be a report on brands and makes which were in the homes of Iowa subscribers to the *Des Moines Sunday Register* at the time of the survey made in March, 1960. Approximately 175 grocery, drug, appliance, auto accessory, farm and miscellaneous products are listed in order of use by brand. Brands are broken down by city-town and farm and comparison of each product is shown with its ranking in the previous brand inventories of 1954, 1956 and 1958. It will be released in August.

3851. *Cincinnati's Ten Top Brands Survey.*

This 80-page booklet to be published by the *Cincinnati Enquirer* Sept. 1 will contain results of a survey on brand preference and usage of 130 products classifications in the 19-county Cincinnati area. Up-to-date population data and characteristics of surveyed households are also included.

6081. List of Cincinnati, O. metropolitan area district "A" state liquor stores and all liquor outlets, classified by type of permit holders. Published by the *Cincinnati Enquirer.* Available about July 1.

4005. *Columbus Consumer Analysis.*

An analysis of consumer buying and brand preferences in several categories—including food, drugs, toiletries, beverages, appliances, autos and tobacco—in Columbus, O., will be issued by the *Columbus Dispatch* May 1.

4007. *Kalamazoo Market.*

A market facts booklet from the *Gazette,* Kalamazoo, Mich., due for publication about July 1, will show the growth of the Kalamazoo market in the '50s, plus current facts on population, retail sales, employment, retail outlets, vehicle registrations and the trading zone by classifications.

4011. *Pontiac Data.*

A folder with retail sales figures for Pontiac, Mich., will be available from the *Pontiac Press* in May.

3443. *Portland Consumer Analysis.*

Consumer preferences and buying habits are surveyed locally in a booklet to be published about May 15 by the *Oregon Journal,* Portland.

4008. *Chicago Consumer Analysis.*

An analysis of the buying habits of the Chicago market, covering food, beverages, soaps, toiletries, homes, appliances, autos and other categories will be available from the *Chicago Daily News* in May.

4006. *Fond du Lac Pocket Book.*

An annual market data and route book, containing information on population, retail sales, farm data and industries in its circulation area will be published June 1 by the *Commonwealth Reporter,* Fond du Lac, Wis.

4010. *Amarillo-Land.*

Facts on population, income and retail sales for a 38-county area will be available after May 10 from the *Amarillo Daily News* and *Globe-Times.*

NO MONEY, PLEASE

NOTE: Most items are available without charge, but not all. Those requesting material which bears a price must send their requests direct to the publisher. ADVERTISING AGE *cannot handle or process requests for material for which a charge is made.*

Louisville Market.

A statistical report giving population, employment, retail sales, department store sales, auto sales and motor vehicle registrations, and a narrative report covering economy, manufacturing, population, new office space, housing, utilities and transportation have been published by *Louisville Magazine,* 300 W. Liberty, Louisville 2. Both reports may be obtained for $1 and the statistical report alone is priced at 35¢.

Detroit Beer Report.

Beer brand preferences, listed by county, package, barrel and brand are listed in a report, priced at $10, published by the *Detroit Free Press.*

Detroit Liquor & Wine Report.

Annual brand preferences, listed by brand, bottle size, and sales districts in Michigan are contained in a booklet prepared by the *Free Press,* Detroit. The booklets are priced at $1 per copy.

St. Louis Beer Sales.

Beer sales in St. Louis and St. Louis County, compared with the state total for Missouri are published every month by the *St. Louis Post-Dispatch,* 1111 Olive St., St. Louis. Write directly to the *Post-Dispatch* for the bulletins, which are priced at $10 per year or $1 per month.

Missouri State Liquor Data.

Shipments of wine and liquor by classifications and brands from distillers to Missouri wholesalers are listed in bulletins published monthly by the *St. Louis Post-Dispatch,* 1111 Olive St., St. Louis 1. Write directly to the *Post-Dispatch* for the bulletins, which are priced at $10 per year or $1 per month.

List of Philadelphia, Pa., area's 1,912 *chain and independent* drug stores, and wholesalers, also staff and offices of major chains and large wholesalers. Published by the *Philadelphia Inquirer.* Available at $1.50 to non-advertisers.

List of grocery, meat and combination stores in three of Philadelphia's suburban counties: Chester, Delaware, Pa., and New Castle, Del. Shows organization affiliation sales volume, self-service stores, supermarkets, frozen food outlets. Issued by the *Philadelphia Inquirer.* Available at $1.50 to non-advertisers.

List of Philadelphia area liquor licensees, gives separate listings of liquor and malt beverage licensees, clubs, amusement permit holders, state liquor stores, listed by postal zones. Published by the *Philadelphia Inquirer.* $1.50 to non-advertisers.

Los Angeles Area Map.

The 16 major economic areas of Los Angeles County, with their lesser areas, are detailed on a 21x26" map which is available from the Times-Mirror Co., 202 W. 1st St., Los Angeles 53, Cal., for $1 each.

Los Angeles County Grocery Outlets.
Los Angeles County chain grocery outlets are located on a 21x-26" map of the 16 major economic areas in the county, which is available from the Times-Mirror Co., 202 W. 1st St., Los Angeles 53, Cal., for $1 each.

Houston Shopping Center Report.
A booklet listing Houston's major shopping centers, showing size, parking area, number and type of stores, and market data for each of Houston's 25 trade areas (dwelling units, population, median income, school and pre-school children), plus background on the Houston market, is offered by the *Houston Chronicle*, 512 Travis, for $10 a copy.

Chicago Used Car Market.
The *Chicago Tribune* has prepared a psychological and market study of the used car market in Chicago, pinpointing the buyer, the seller, and the buying-selling process. It may be obtained by writing Thomas Burke, Room 1212 435 N. Michigan Ave., at a cost of $5.

Chicago Furniture Study.
A 36-page study of consumer attitudes toward style, decorators, stores, advertising prices and brands, with special emphasis on the influence of social class in the buying process, is issued by the *Chicago Tribune*, at a price of $5. Write Thomas Burke, Room 1212, 435 N. Michigan Ave.

Shopping Centers in Metropolitan Chicago.
Store listings, construction data parking and selling area information about 45 plaza-type centers, including a map, is offered at $5 by the *Chicago Tribune*. Write Thomas Burke, Room 1212, 435 N Michigan Ave.

Appliances Study.
A motivation study, based on 2,002 housewife interviews, covering the buying process, brand image, stores, advertising and market outlook for major appliances Price: $5. Write to the *Chicago Tribune*, Thomas Burke, Room 1212, 435 N. Michigan Ave.

Chicago Fact Book.
The *Chicago Tribune* offers, at a price of $5, statistics including detailed population, commerce and industry data; sales, income and savings figures, in an 87-page book. Write to Thomas Burke, Room 1212, 435 N. Michigan Ave.

ROUTE LISTS

NOTE: Most items are available without charge, but not all. Those requesting material which bears a price must send their requests direct to the publisher. ADVERTISING AGE *cannot handle or process requests for material for which a charge is made.*

6000. Grocery list, Canton, O., indicating food store chains, independents and co-ops, issued by the *Canton Repository*.

6001. Route list of Canton, O., food, beverage, and drug stores with carry-out permits for beer and wine, issued by the *Canton Repository*.

6002. Drug list, Canton, O., issued by the *Canton Repository*.

6003. Drug list, covering retail outlets in Little Rock area, published by the *Arkansas Democrat*.

6004. Grocery list, retail, wholesale; chain store headquarters and personnel, for the Little Rock area, published by the *Arkansas Democrat*.

Use the Coupons in Requesting Data

6005. Grocery and drug list, Salem, Ore., issued by the Statesman-Journal Newspapers.

6006. Grocery list, Pittsfield, Mass., issued by the *Berkshire Eagle*.

6007. Drug list, Washington, D.C. area, indicates chain and independent retail stores and wholesale drug buyers, issued by the *Washington Post*.

6008. Grocery list, Washington, D.C. area, indicates retail, wholesale, chains, independent stores, and jobbers, published by the *Washington Post*.

6009. Grocery list, Louisville, Ky. area, retail, chain, drug outlets, and other food distributors, issued by the *Courier-Journal* and *Louisville Times*.

6010. Drug list, Louisville, Ky. area, contains wholesale, retail and chain outlets, and drug and sundries wholesalers. Issued by the *Courier-Journal* and *Louisville Times*.

6011. Grocery list, San Antonio, Tex., indicates retail and wholesale outlets and chain headquarters, published by the *San Antonio Express* and *News*.

6012. Drug list, Tulsa, Okla., also includes sundries, cigar and candy wholesalers, published by the *Tulsa World* and *Tribune*.

6013. Retail liquor outlets, Tulsa County, Okla., issued by the *Tulsa World* and *Tribune*.

6014. Grocery list, Nashville, Tenn., indicates retail and wholesale grocery outlets, issued by the *Nashville Banner* and *Tennessean*.

6015. Drug list, Nashville, Tenn., wholesale and retail drug outlets, published by the *Nashville Banner* and *Tennessean*.

6016. Grocery list, Albuquerque, N.M., issued by the *Albuquerque Journal & Tribune*.

6017. Drug list, Albuquerque, N.M., published by the *Albuquerque Journal & Tribune*.

6018. Grocery and drug list, Springfield, Mo., published by the *News, Leader* and *Press*.

6019. Drug list, San Antonio, Tex., indicates chain and independent drug outlets, published by the *San Antonio News* and *Express*.

6020. Drug and grocery list, Port Huron, Mich., issued by the *Times-Herald*.

6021. Drug list, Denver, Colo., area, indicates retail and wholesale drug stores and chains, issued by the *Denver Post*.

6022. Grocery list, Denver, Colo., area, issued by the *Denver Post*.

6023. Drug list, Galveston County, Tex. Drug market bulletin also contains general market information, published by the *News-Tribune*.

6024. Grocery list, Galveston County, Tex., indicates retail chain and independent stores, and a food market bulletin which gives general market information, issued by the *Gal-*

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veston News-Tribune.

6025. Route list of the Galveston, Tex., area, retail package liquor stores, also includes liquor market bulletin with general market information, issued by the *Galveston News-Tribune.*

6026. List of Houston, Tex., wholesale, retail, independent, and chain drug and grocery outlets, as well as beer and liquor wholesalers, food distributors and produce brokers. Issued by the *Houston Chronicle.*

6027. Grocery list, Flint, Mich., published by the *Flint Journal.*

6028. Drug list, Flint, Mich., published by the *Flint Journal.*

6029. Drug list, Buffalo, N. Y. trade area, gives chain and wholesale drug outlets. Published by the *Buffalo Evening News.*

6030. Grocery, drug list, Bloomington, Ill., issued by the *Daily Pantagraph.*

6031. Grocery list, LaCrosse, Wis., indicating wholesale grocers, chain grocers and supermarkets, issued by the *LaCrosse Tribune.*

6032. Grocery list, Sidney, O., issued by the *Daily News.*

6033. Grocery and drug list, Lincoln, Neb., issued by the *Lincoln Journal* and *Star.*

6034. Grocery list, Albany, N. Y., indicating stores, chain headquarters, food brokers, wagon jobbers and wholesale grocers, issued by the *Times-Union.*

6035. Grocery list, Baton Rouge, La. area, indicates chain, independent, wholesale, and cooperative grocery outlets, and names of store managers. Issued by the *State-Times* and *Morning Advocate.*

6036. Drug list, Baton Rouge, La. area, includes independent, chain and wholesale drug outlets. Issued by the *State-Times* and *Morning Advocate.*

6037. List of Cleveland, O. area self-service groceries, chain drug outlets, and their executive and buying personnel, wholesalers and jobbers; retail shoe outlets, paint, hardware and wallpaper outlets. Published by the *Cleveland Plain Dealer.*

6038. Grocery list, Dallas, Tex. county area, includes independent, and chain retail grocery outlets and wholesalers with officials and buyers, and food brokers and addresses. Issued by the *Dallas Times Herald.*

6039. Drug list, Dallas, Tex. area, lists chain and wholesale drug outlets. Issued by the *Dallas Times Herald.*

6040. Grocery and drug list, Fort Wayne, Ind. area, includes independent, chain, coop grocery outlets, wholesalers, food brokers, retail and wholesale drug outlets. Issued by the *Fort Wayne News Sentinel* and *Journal-Gazette.*

6041. Grocery list, Philadelphia, Pa. area, indicates wholesale and chain grocery outlets, food brokers and sales agents, buyers and buying hours. Issued by the *Philadelphia Inquirer.*

6042. Grocery list, Winston-Salem, N.C. area, lists grocery outlets by townships. Issued by the *Winston-Salem Journal* and *Twin City Sentinel.*

6043. Directory of 1,000 new car dealers in the Philadelphia, Pa. area, Delaware Valley. Imported and American car dealers listed separately. Issued by the *Philadelphia Inquirer.*

6044. List of independent retail grocers and meat dealers in the Detroit, Mich. area. Published by the *Detroit News.*

6045. Drug list, Detroit, Mich. area, includes retail chains and independents, and wholesale drug outlets. Issued by the *Detroit News.*

6046. Drug list, Shreveport-Bossier City, La. area, includes retail and wholesale drug outlets. Issued by the *Shreveport Times* and *Journal.*

6047. Grocery list, Shreveport-Bossier City, La. area, lists wholesale, cooperative, chain grocery outlets, food brokers and wholesale produce outlets. Issued by the *Shreveport Times* and *Journal.*

6075. Grocery list, Birmingham, Ala. area, lists retail grocery stores, chains, and wholesalers. Published by the *Birmingham News* and *Post-Herald.*

6076. Drug list, Birmingham, Ala. area, indicates drug wholesalers, chains and independents, with buyers' names for all stores. Issued by the *Birmingham News* and *Post-Herald.*

6077. Directory of grocery, drug, chains and wholesalers, supermarkets, food brokers and jobbers, for the Winston-Salem, N. C., area. Issued by the *Winston-Salem Journal* and *Twin City Sentinel.*

6078. Grocery list, Quad City area, —Rock Island-Moline-East Moline, Ill., and Davenport, Ia., shows chain, independent grocery outlets, wholesalers and brokers. Issued by the *Moline Daily Dispatch* and *Rock Island Argus.*

6079. List of liquor dealers, in Omaha, and outstate Nebraska, includes wholesale distributors, retail outlets and rail and motor carriers. Issued by the *Omaha World-Herald.*

6080. Drug list, Cincinnati, O. metropolitan area, contains all wholesale drug companies, names and addresses of key executives; corporate, voluntary, and independent chain drug outlets, department stores, and grocery stores selling drugs. Issued by the *Cincinnati Enquirer.*

6082. Grocery list, Cincinnati, O. metropolitan area, of coops, voluntary, independent wholesalers, chains, institutional wholesalers, frozen food distributors, and chain and independent grocery outlets, with affiliations and estimated annual sales. Published by the *Cincinnati Enquirer.*

CANADIAN MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.

5000. *Saskatoon, Saskatchewan Market Data.*
An illustrated folder on this Canadian market provides a map of the trading area in addition to figures on industry, employment, sales, dwellings, retailing, etc. It is offered by the *Saskatoon Star-Phoenix.*

5001. *'Halifacts' for Media Men.*
Facts about the Halifax city zone and Province of Nova Scotia retail trading zone are given in this offering of the *Halifax Herald.*

5002. *Sell Canada's First Market Through Canada's First Daily Newspaper.*
The *Toronto Daily Star* has this booklet giving comparisons of gross retail sales by metropolitan areas and provinces in Canada; metropolitan population broken down by age groups, school enrollment, households, families, incomes, auto registrations, and tax payments; labor force, housing, food and drug chains, wholesalers, manufacturers, chief industries and plants.

5003. *Canadian Grocer Market Data.*
Data on Canadian food store sales from 1951 to 1959, a provincial breakdown of 1959 sales of chains and independents, and results of a recent readership study are offered in a booklet available from *Canadian Grocer.*

5004. *The Food Store Market in Canada.*
A brochure describing the growth of food store sales from 1951, sales by provinces, percentage of sales by chains and independent groups, lists of chains and groups in Canada, and other data on the retail food store market is offered by *Canadian Grocer.*

5005. *The Fort William Picture.*
Industries, construction, financial operations and shopping facts, along with a population profile, are supplied by this booklet available from the *Times-Journal,* Fort William, Ontario.

5006. *Statistics on Canada's Packaging Market.*
Canadian Packaging has a 24-page report on the country's $750,000,000 packaging market, published this March. In addition to detailed data on all types of packaging materials, manufacture and sales, the booklet provides information on the purchasing influence of its readers.

5007. *Glass Packaging in Canada.*
Also offered by *Canadian Packaging* is this 16-page report on the future of glass in the packaging business. Chief users of glass and new types of glass containers are discussed, along with comparative costs of other containers.

5008. *Canada's First Major Auto Listening Study.*
A study conducted last summer by CKWX Radio Ltd. is reported in an illustrated booklet covering car radio listening habits of a broad sample of Vancouver area residents.

5009. *Canadian Paint & Varnish Sells Two Industrial Markets.*
A booklet published in March by *Canadian Paint & Varnish* describes the Canadian paint industry and the country's product finishing industries. Number of plants, where located, sources of buying influence, and details on annual purchases of equipment and materials are given in both cases.

5010. *The Pulse of Modern Medicine of Canada.*
Data on the Canadian medical market, including patients seen by doctors, prescriptions written, dollars of sales of pharmaceutical products, illnesses, and regional sales of pharmaceutical products,

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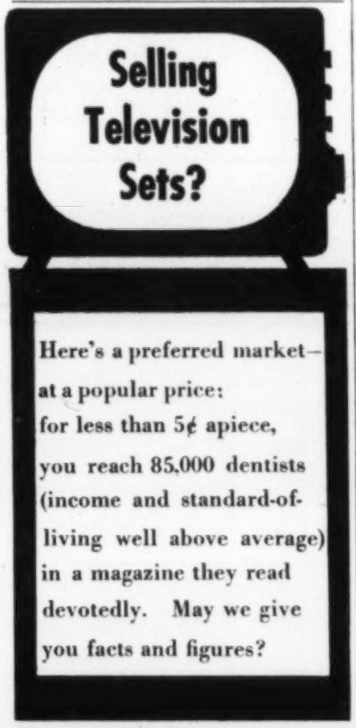
is reported regularly in a monthly newsletter published by *Modern Medicine of Canada.*

5011. *CFGP Market Statistics.*
A brochure containing population data by age groups, number of farms by size, farm trucks and implements, farm cash receipts, manufacturing dollar value, retail sales by store groups, and earnings by income groups is available from Radio Station CFGP on its Grande Prairie, Alberta, market.

5012. *Product Survey.*
Another offering of CFGP, this is a survey report on soap, food and drug product distribution, display and sales position in Grande Prairie, Alberta.

5013. *Canada: A Fast-Growing Graphic Arts Market.*
A six-page review and forecast of the graphic arts industry in Canada is offered by *Canadian Printer & Publisher.* Employment, plants, production and materials used are covered.

5014. *Galt Market Profile.*
A data sheet published by the *Galt Evening Reporter* gives population, households, families, retail sales, average wages and businesses for this Ontario market.



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5015. *The Automotive Market in French Canada.*
This is a report on registrations, garage and service station sales, the small car market, resources and growth of the automotive market in Quebec. It is offered by *Revue-Moteur,* Montreal French-language publication.

5016. *The Nonmetallic Minerals Market.*
Canadian Pit & Quarry has an illustrated folder on Canada's nonmetallic minerals field, including statistics on industrial minerals, building materials, cement and concrete products. A checklist of equipment used in the market is given.

5017. *Building Construction in French Canada.*
A survey report on building construction in Quebec Province, with a growth graph and table showing Quebec's share of national spending, is available from *Batiment,* Montreal French-language publication.

5018. *Manufacturing in Canada.*
Plant Management & Maintenance has this folder giving a summary of manufacturing growth and provincial distribution, along with a table of expenditures on machinery and equipment by economic areas and by metropolitan areas.

5019. *Road Transport in French Canada.*
Offered by *Transport Commercial,* this folder provides an analysis of the commercial vehicle market, showing the growth of truck, bus and trailer registrations in the Province of Quebec and Quebec's share of the total market.

5020. *The Toy and Game Industry in Canada.*
A statistical review of Canada's toy and game market with product-by-product breakdowns of domestic shipments and imports, particularly U.S., is available from *Toys & Playthings.*

5021. *Building Construction in Canada.*
Spending, growth and geographical distribution in the building industry and some predictions for the 1960s are given in a folder published by *Canadian Builder.*

5022. *Profile of Engineering Construction.*
The Quebec engineering market, including a table listing types of engineering, the all-Canada spending in each category, and Quebec's share of the total expenditure is covered by *Genie-Construction,* French-language publication.

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5023. *Canada's Sporting Goods Industry.*
Tables of domestic shipments, total imports, U.S. imports by commodity, and details on boating industry, fishing, hunting, cycling and golf equipment sales make up this folder offered by *Sporting Goods Merchandiser.*

5024. *Office Equipment in Canada.*
Office Administration has this folder giving current charts on domestic shipments and U. S. imports of office furniture, business machines, typewriters and parts, along with a graph showing growth of office building construction in Canada.

5025. *The Feed, Flour and Grain Industries.*
A look at the feed and flour industries since 1956 and data on grain handling in Canada is given in a folder available from *Canadian Milling & Feed.*

5026. *Canada's Footwear and Leather Market.*
Leather World offers this report on the tanning, leather findings, leather and rubber footwear, and leather dressings industries, with current production and imports.

5027. *Retail Merchandising in Canada.*
Published last September, a folder offered by *Canadian Variety Merchandising* provides a breakdown of retail sales by products and a graph of the sales pattern by months since 1956. Sales in department, general and variety stores are compared.

5028. *Design in Industry.*
Product Design & Engineering gives statistics and descriptive information on the original equipment market in Canada in this folder. A table of capital expenditures on machinery and equipment and a breakdown of factory shipments are included.

5029. *Packaging in Canada.*
A folder offered by *Packaging Progress* provides highlights on the growth of various package and container-producing industries in Canada, along with a breakdown of major package-using industries and U. S. imports.

5030. *The Industrial Market in Canada.*
Published in February of this year, this folder describes the market for machinery and equipment and gives expenditures by economic and metropolitan areas. *Engineering & Industrial Catalogue* offers it.

5031. *Canada's Architectural and Building Construction Market.*
Along with an analysis of the building construction market, a folder offered by *Architectural & Building Catalogue* ventures some predictions for the 1960s. Construction spending by provinces and variations in the spending pattern are discussed briefly.

5032. *Hamilton, Canada's Fifth Largest Market.*
An illustrated brochure published by the *Hamilton Spectator* describes the boom-city growth of this Ontario metropolis since 1945 and gives information on industrial installations, port facilities, construction, shopping facilities and scientific research.

5033. *Annual Report of 1959 Market Data.*
Another offering of the *Hamilton Spectator* is this folder summarizing population, economic factors and retail trade.

5034. *Market Profiles.*
Thomson Newspapers Ltd. offers a series of data sheets giving profiles of 25 Canadian markets served by its papers. Each profile includes detailed information and a map of the city covered.

5035. *TNT—Thomson Newspaper Tests.*
A folder giving thumbnail descriptions of the 25 cities covered by Thomson Newspapers Ltd. stresses the chain's facilities for product testing.

5036. *Expanding Dimensions of the Canadian Hardware Market.*
Published March 30, 1960, this report from *Hardware Merchandising* gives retail hardware sales by volume, geographic location and product categories, as well as a look at changes in retail sales.

5037. *Quebec Farm and Rural Market.*
Le Bulletin des Agriculteurs offers an illustrated brochure reporting the distribution of population in rural Quebec and data on total gross income, farm and non-farm income, and cash income from sales of farm products by categories.

5038. *Retail Sales for Quebec Province.*
A report available from the *Montreal Star* gives retail sales in all major retail categories in the Province of Quebec for 1958.

Market Studies of Canadian Provinces.
The following items are all offered by *Trade & Commerce* and in each case provide statistics on area, population, government, transportation, production, business activity and communications for the particular province. Major construction projects under way and proposed are listed, along with data on the 10-year commercial and industrial growth pattern in 34 key cities:

5051. *Market Survey on Alberta.*

5052. *Market Survey on Saskatchewan.*

5053. *Market Survey on British Columbia.*

5054. *Market Survey on Manitoba.*

5055. *Market Survey on Northwestern Ontario.*

5056. *Construction in Western Canada.*
This is a 16-page brochure giving official construction figures for 141 cities and towns in western Canada, in addition to statistics on value of construction by provinces, number of people employed in the industry, salaries, wages and costs of material. It is offered by *Trade & Commerce.*

5057. *Regina Leader-Post Market Data.*
In addition to a map of the trading area served by the *Regina Leader-Post,* this report covers population, buying power, income levels, retail outlets, manufacturing, banking, tourist services, etc., for the Saskatchewan city.

5058. *Canada's National Market.*
A 54-page brochure offered by *Reader's Digest* discusses the Canadian national market in terms of retail sales, personal income and expenditures, and population characteristics.

5059. *Canada's Automotive Mar-*

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ket.

A multitude of graphs, maps and charts illustrates this *Reader's Digest* booklet describing automotive retail sales, the accessories market, automobile ownership and expenditures, as well as publications covering the auto market and their audience characteristics.

5060. *Canada's Food Market.*
Another offering of *Reader's Digest,* this 54-page booklet gives retail sales and outlets in Canada's food market, along with family food expenditures, specific food groups, and data on publications serving the market.

5061. *Market: Canada.*
The Canadian retail sales market is described in this 12-page illustrated booklet offered by *Reader's Digest.*

5062. *Halifacts for Media Men.*
An illustrated booklet available from the *Halifax Herald* provides market statistics for the metropolitan area and for the province of Nova Scotia; it was published in March.

5063. 1960 *Market & Media Data: Hotels and Restaurants.*
Canadian Hotel Review & Restaurant offers a four-page folder giving current information on sales volume of Canada's hotels and restaurants and the outlook for the future.

5064. *Canadian Printer & Publisher Covers Canada.*
This folder, available from *Canadian Printer & Publisher,* describes Canada's graphic arts market and its outlook.

5065. *The Plastics Industry in Canada.*
A guide to the Canadian plastics market is offered in an illustrated folder from *Progressive Plastics,* including 1959 production figures and data on the magazine's audience.

5066. 1960 *Data on Canada's Growing Market for Stationery, Office Equipment, Business Machines.*
Canada's present and potential market for stationery and office equipment is described in this booklet offered by Canadian *Stationer & Office Equipment Dealer.*

5067. *Heating & Plumbing Engineer* 1960 *Market & Media Data.*
A description of Canada's construction industry and its sales potential for heating, plumbing and air conditioning equipment is given in a folder available from *Heating & Plumbing Engineer.*

5068. *How Important Is the Purchasing Executive?*
This question is answered in a survey report offered by *Modern Purchasing* covering the functions of purchasing executives in 819 Canadian manufacturing companies.

5069. *Basic Electronic Market Data.*
An analysis of Canada's $470,000,000 electronics market, with statistics on past and present imports of electronic equipment, is included in a folder from *Canadian Electronics Engineering.*

5070. *Packaging Statistics,* 1960.
This is a 24-page report containing the latest Dominion Bureau of Statistics data on the expansion of the packaging industry, its purchases and production. *Canadian Packaging* offers it.

5071. *Office Equipment & Methods* 1960 *Market.*
Market statistics, including import figures, on Canada's office equipment market are given in a folder published by *Office Equipment & Methods.*

5072. *Canada, a Fast-Growing Graphic Arts Market.*
This booklet, available from *Canadian Printer & Publisher,* provides a statistical review of the progress of the graphic arts industry in Canada, including data on printing, publishing and allied trades; the paper bag and box industry, and the miscellaneous paper goods industry.

5073. *Canadian Public Feeding & Housing Field.*
Here is a 22-page booklet which reports the number of hotels, motels, hospitals, and institutions in Canada, sales volume in meals sold, construction and travel data. It is offered by *Canadian Hotel Review & Restaurant.*

5074. 1960 *Report on Canada's Metalworking Market.*
Published just this month is a booklet covering production by industry, cost of materials, imports of machine tools, and production of Canada's machine tool industry for the past 35 years. *Canadian Machinery & Manufacturing News* offers it.

5075. 1960 *Report on Canada's Power Market.*
Statistics on Canadian power penetration, plus an analysis of the market's future growth pattern in the various provinces, are given in a folder offered by *Modern Power & Engineering.*

5076. *Canada's Heating, Plumbing & Air Conditioning Contractors.*
Business buying and reading habits of Canadian heating, plumbing and air conditioning contractors are reported in a folder from *Heating & Plumbing Engineer.*

5077. *Building Construction in Canada.*
Figures on Canada's major construction market for the years 1955-59, with detailed breakdowns of major markets and types of structures, are given in a folder offered by *Heating & Plumbing Engineer.*

5078. *Canada's Electrical Construction and Maintenance Market.*
A report based on data from the Royal Commission Report on Canada's Economic Prospects describes the market for residential, commercial and industrial electrical products. It is available from *Electrical Contractor & Maintenance Supervisor.*

5079. *Canada's Marine Market.*
Maritime developments and their effects on shipbuilding and allied industries, with a tabulation of new

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the large volume of market data. All of the usual features will be back in their regular places next week.

IN BUFFALO Car Dealers Start the Day Right... in the Morning

Buffalo's franchised car dealers know where their advertising produces the best results. They ran 51% of their 1959 new and used car *daily* linage in the *Morning* Courier-Express—61.5% when Sundays are included.

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Pacific Coast: Doyle & Hawley

Available Market Data—Canadian

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construction orders by shipyards, type of vessels and owners, are the subject of this report offered by *Canadian Shipping.*

5080. *Canadian Packaging* 1960 *Market & Media Data.*
A folder with data on the value of packages, packaging machinery, equipment, products, materials and services used by Canadian industry is available from *Canadian Packaging.*

5081. *A Market Report on Office Equipment and Supplies in Canada.*
A brochure prepared by *Office Equipment & Methods* provides statistics on the number of offices, employers, new office buildings, and Canadian production of equipment and supplies, as well as imports.

5083. *The Canadian Drug Store.*
A booklet assembled by *Canadian Pharmaceutical Journal* gives a breakdown of consumer spending in drug stores during 1958 with dollar sales by product groups. Data on drug store growth, disposition by province and self-service practices are also included.

5084. *A Report on Drug Stores in Canada.*
Another look at the corner drug store is offered by *Maclean's Magazine* in this booklet listing households, retail drug sales, drug outlets, wholesale outlets, hospitals and physicians by provinces. Total dollar sales for 1958 by major cities in each province are given.

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5085. *Travel of Canadians Between Canada and Other Countries,* 1958.
Mode of travel, purpose, length of stay and dollar expenditures for Canadian travelers outside the dominion are reported in a series of data sheets from *Maclean's Magazine.* Data on American travel to Canada is also given.

5086. *A Report on Department Stores in Canada.*
Another offering of *Maclean's Magazine,* this booklet lists number of department stores and sales by provinces; sales by commodity groups; stores, sales and employes in metropolitan areas, and detailed information on Canada's eight major department stores.

5087. *A Report on Life Insurance in Canada.*
A description of the growth of life insurance companies and sales in Canada from 1815 through 1958, and data on purchasers of life insurance, life expectancy and causes of death, and life insurance company advertising expenditures from 1955 to 1959, are included in this brochure from *Maclean's Magazine.*

5088. *A Study of Small Appliances.*
Canadian production, imports, exports and apparent consumption of small appliances are summarized in a report offered by *Maclean's Magazine.* Information on time of purchase and brand preferences is also included.

5089. *A Survey on Vacations Among Readers of Maclean's Magazine.*
This survey report covers both vacations taken in the 12 months preceding the survey and vacations planned by respondents, in addition to specific data on the trips themselves. It is offered by *Maclean's Magazine.*

5090. *The Canadian Market for Materials Handling Equipment.*
Offered by *Materials Handling in Canada* is a review of this market with statistics on U.S. and other imports, and domestic production of materials handling equipment. Capital and repair expenditures in Canadian industries are included.

5091. *Municipal Market File.*
Data on municipal government construction, highway and rural road mileages, urban street mileages, and a study by the Ontario Department of Highways on future needs are given in a seven-page report from *Civic Administration.*

5092. *Who Is the Materials Handling Man?*
Plant Administration offers this survey report on the responsibilities of individual job title holders in materials handling functions of Canadian industry.

5093. 1959 *Edmonton Market Data Report.*
Edmonton's retail trading area is described by population statistics, economic factors and retail trade figures in this folder published by the *Edmonton Journal,* Alberta.

5094. *Edmonton Journal Payday Survey.*
This is a chart published by the *Edmonton Journal,* showing the number of employes in Greater Edmonton who are paid each day during the month—and every day of every month someone is getting paid in Edmonton.

5095. *The Edmonton Market.*
Issued with fresh statistics each month, this offering of the *Edmonton Journal* gives information on industrial expansion, building activity, new industries and other business developments in Edmonton and central and northern Alberta.

5096. *Canadian Jeweller Market & Media Information.*
Results of a survey of retail jewellery store operators are given in a report offered by *Canadian Jeweller.* Sales by store size and item, amount of repair work done by respondents, and use of time payment plans are included.

5097. *Canadian Dairy Market File.*
In addition to editorial and circulation data for *Canadian Dairy & Ice Cream Journal,* this offering of the publication gives details on the dairy and ice cream industry in Canada.

5098. *The Electrical Industry in Canada.*
Offered by *Electrical Digest,* this report describes Canada's electrical industry with data on buying influences.

5099. *Profile of the Charlottetown Retail Marketing Area.*
Population, households, retail sales, income, auto registrations, retail outlets, manufacturers, wholesalers, banks and public utilities are reported in a single fact sheet offered by the *Guardian-Patriot* on Charlottetown, capital of Prince Edward Island.

Use the Coupons in Requesting Data

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First in retail sales per household in the United States.*

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THE NEWEST AND BUSIEST METROPOLITAN MARKET*
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See your John Budd man for more details

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5100. *Financial Post Survey.*
This 24-page brochure examines characteristics of the primary readers of the *Financial Post,* Toronto, Ont., their positions, purchasing influence, income, education, community activities, and travel habits.

5103. *The Canadian Doctor Survey.*
The Canadian Doctor, published in Gardenvale, Que., presents facts about the medical profession—car ownership, value of practices, equipment, doctor's sources of information, financial matters and other information in this booklet.

5104. *Canadian Petroleum Industry.*
How money is spent in the Canadian oil industry is told in this 12-page booklet released by the *Canadian Oil & Gas Industries* publication. The survey examines purchasers' responsibilities, job classifications, buying and spending habits.

5105. *Mining—An Industry Review and Forecast.*
A forecast and review of the mining and metallurgical industries' progress and development in Canada are presented by *Canadian Mining Journal* in this 16-page booklet. Listed under separate headings by provinces are metal and mining establishments.

5106. *Minerals Output Value Sets Record in* 1959.
This booklet, released in February by *Canadian Mining Journal,* analyzes Canadian mining development with tables and charts in a 14-page study.

5107. *Canadian Food Industries.*
Canadian Food Industries publication compiled this brochure of market data sheets that deal with various segments of the food and beverage industry, listing individual industry expenditures.

5108. *Food in Canada.*
Food in Canada, Toronto, Ont., issued this brochure detailing growth, buying patterns and materials consumed in the food and beverage processing plants in Canada.

5109. *Drilling in Canada's Oil and Gas Fields.*
This 10th annual cross-Canada tabulation of all exploratory and development drilling in 1959 includes maps, tables, summaries and reports on many aspects of the oil and gas industries. Published by the *Canadian Oil & Gas Industries,* Gardenvale, Que.

5110. *Pulp & Paper Data.*
Pulp & Paper Magazine of Canada issued this description of the Canadian pulp and paper industry story, with figures on production values, employe and mill statistics, capital, repair and maintenance expenditures.

5111. *Canadian Mining.*
This is a summary of the Canadian mining industry in all phases—annual output, production values and capital expenditures. Issued by the *Canadian Mining Journal.*

5115. *Canadian Automotive Trade Market Data Report,* 1960.
Canadian Automotive Trade's annual report outlining conditions in the Canadian automotive market gives motor vehicle registrations for 1959, estimated retail sales, and estimated market size in dollars for the service trade in 1960.

5118. *Canadian Baker.*
Latest Canadian figures on dollar value of raw materials used (flour, shortening, milk and dairy products, etc.), number of manufacturing plants and bakeries and what they buy are included in a brochure issued by *Canadian Baker.*

SOON TO BE PUBLISHED

5039. *Windsor Market Booklet.*
Planned for publication next September, this booklet will offer comparative data on Windsor, Essex, Kent and Lambton counties, including income tax payments, payrolls, population and households. The *Daily Star,* Windsor, Ontario, is compiling the information.

5116. *Survey of Motels Across Canada.*
To be published in May by *Canadian Hotel Review & Restaurant,* this report will cover number of motels, capital investment, employment, new buildings and annual revenue, with data grouped by provinces.

5117. *The Commercial Vehicle Industry in Canada.*
Also slated for May publication is this report covering Canadian production of trucks over a ten-year period, truck registrations, total mileage traveled, tons of goods carried by type of operation, and number of fleets of five or more trucks. It will be available from *Bus & Truck Transport.*

OFFERED AT A PRICE

The following items are available at the price listed. Please send your requests for these items direct to the publisher, broadcaster or other type of company offering the material, at the address listed.

Annual Survey of Chains and Groups.
A special issue of *Canadian Grocer* slated for publication July 16 will carry a history of chain and group organizations operating in Canada, including the number of stores of each, their locations, annuals sales volumes, and franchised group wholesalers. It will be available at $1 per copy from Maclean-Hunter Publishing Co., 481 University Ave., Toronto, Ontario.

Survey of Markets and Business Year Book.
A book to be published in September by the *Financial Post,* 481 University Ave., Toronto, Ont., will provide a measure of Canadian markets with indexes of purchasing power, sales power, industrial activity, and ratings on population growth potential, and market area maps. Price: $4.

INTERNATIONAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.

5511. *Plans for Expansion of Metalworking Companies.*
A 16-page survey of overseas metalworking companies, which shows size of plants, what they produce, equipment they operate, and anticipated purchases of equipment and materials in the next two years. Published by *Industrial World* and *Industrial World en Espanol.*

Available Market Data—International

To secure copies of data listed, use the handy coupons

5512. *Changing World Market Place.*

Issued by McGraw-Hill International Corp., this booklet is a printed version of the management seminar on international business as given by three McGraw-Hill editors during their nationwide trip in 1959.

5513. *A Measure of Latin American Agricultural Purchasing Power.*

This study concerns agriculturists, livestock men and poultry men taken from a Latin American directory. Eight tables correlate readership of agricultural publications with land ownership, number of employes and vehicle ownership, and they show agricultural purchasing power of more than 1,000 respondents. Published by La Hacienda Co.

5514. *U. S. Automotive Exports in 1959 in Thousands of Dollars.*

A wall chart of U. S. automotive exports in 1959 gives a breakdown by 28 products of U. S. automotive exports to 105 countries. The chart shows the value of exports in thousands of dollars of spark plugs, batteries, trucks etc. to each country. Comparative totals are shown for 1958 and 1957. Issued by *Automotive World* and *Automotive World en Espanol.*

5515. *Survey on Vehicle Fleets.*

A 12-page booklet deals with the size and buying habits of the vehicle fleets who read *Automotive World* (both English and Spanish editions). The survey shows how much fleets buy, how they are serviced, and contains a breakdown of fleets into trucks, buses, cars, etc., and percentage of U. S. vehicles. Published by *Automotive World* and *Automotive World en Espanol.*

5516. *The Global Oil Industry.*

A report issued by *International Oilman* contains data on petroleum demand and supply in U. S. and foreign countries, construction of crude oil refinery facilities and drilling costs.

5526. *Honduras Data.*

A brochure issued by the Caribbean Networks, New York, includes population by departments, sexes, ages, urban and rural and a study of urban and rural homes in Honduras.

5535. *Latin American Air Travelers.*

This is a report on Latin American air travelers departing from New York, including their residence, length of stay, age, sex, occupation, class of ticket, etc. The study, offered by Vision Inc., was made between April, 1956, and March, 1957, but not published until this February.

5536. *When Latin America Is Your Sales Target.*

Here is a market profile of the Latin American subscribers to *Revista Rotaria,* official publication of Rotary International. Readers' titles, corporate and civic purchasing influence, personal travel experience and future travel plans, income, and personal buying and living habits are included.

Reader's Digest International Manufacturing Executives Surveys.

The following items are all offered by *Reader's Digest* International Editions. Each one reports on a personal interview survey of manufacturing executives in the country indicated to determine their knowledge of attitudes toward major world corporations, corporate research, chemical and photographic products and their uses, money outlay, quality of business services and the impact of advertising campaigns:

5537. *International Manufacturing Executives Survey: France.*

5538. *International Manufacturing Executives Survey: Italy.*

5539. *International Manufacturing Executives Survey: Australia.*

5540. *International Manufacturing Executives Survey: Brazil.*

5541. *International Manufacturing Executives Survey: Spain.*

5542. *International Manufacturing Executives Survey: Mexico.*

5543. *International Manufacturing Executives Survey: Cuba.*

5544. *International Manufacturing Executives Survey: Japan.*

5545. *International Manufacturing Executives Survey: Venezuela.*

5546. *International Manufacturing Executives Survey: Sweden.*

5547. *International Manufacturing Executives Survey: Switzerland.*

5548. *International Manufacturing Executives Survey: Germany.*

5549. *Market: The Caribbean.*

A 12-page illustrated booklet offered by *Reader's Digest* describes the occupations, income, ownership, education and reading habits of Latin American subscribers to *Selecciones del Reader's Digest.*

5550. *Air Conditioning and Refrigeration Exports.*

A wall chart showing exports of U.S. refrigeration and air conditioning products to all world markets and giving the dollar amount of U. S. exports in nine categories is available from *American Exporter.*

5561. *International Markets.*

This 62-page booklet describes the occupations, job titles, economic level, age, sex, education and ownership of appliances and other possessions among *Reader's Digest* readers in, respectively, Argentina, Austria, Belgium, Brazil, Canada, Caribbean, Denmark, Finland, France, Germany, Britain, Holland, India, Italy, Japan, Latin America, Mexico, New Zealand, Norway, overseas military market, South Africa, Spain, Sweden, Switzerland and the U. S.

5562. *Latin American Poultry Industry.*

A folder issued by *Industria Avicola,* which serves the poultry industry in Latin America, Spain and Portugal, analyzes its circulation in terms of the per cent engaged in each of five poultry businesses, the size of egg producer flocks and the size of broiler producer flocks.

OFFERED AT A PRICE

The following items are available at the price listed. Please send your requests for these items direct to the publisher, broadcaster or other type of company offering the material, at the address listed.

Soviet Aluminum Industry 1960.

Published in March is this 25-page report on the Soviet aluminum industry with illustrated data on processes used, a bibliography and gazetteer of Russian mining and refining centers. Soviet and Hungarian bauxite production and estimated Soviet aluminum and tin production figures are also given. The book is offered by *American Metal Market,* 18 Cliff Street, New York 38, at $25 per copy.

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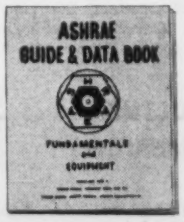

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and Air-Conditioning
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Available Market Data—International

To secure copies of data listed, use the handy coupons

Annual World Automotive Market Survey.

This annual survey reports on worldwide motor vehicle registrations, motor vehicle manufacturers, international trade in motor vehicles, three-year retroactive tabulations of U. S. automotive exports—all on a country-by-country basis. Also gives marketing maps and basic market data for 30 leading U. S. automotive export markets. It may be obtained for $1 (additional copies 50¢ each) from *The American Automobile*, McGraw-Hill International, 330 W. 42nd St., New York, N. Y.

Major Latin American Construction Projects.

This annual survey is a listing of construction projects worth $1,000,000 or more in 18 Latin American republics. It may be obtained for $2 from *Ingenieria Internacional Construccion*, McGraw-Hill International Corp., 330 W. 42nd St., New York 36, N. Y.

1960 *Technical & Commercial Trade Fairs.*

A comprehensive guide listing more than 300 major European technical and commercial fairs, announced as of Jan. 1, 1960, in 25 countries and 41 market classifications, including automotive, agricultural, clothing, electronics, furniture, laboratory and measuring instruments, machine tools, shoes, textiles. It may be obtained for $5 a copy, postpaid, from European Technical Coverage Inc., 75 E. Wacker Dr., Chicago 1, Ill.

1960 *World Automotive Market Survey & Motor Census.*

This brochure gives up-to-date detailed worldwide automotive vehicle registration and market data. It reveals the number of cars, trucks, buses, motorcycles and farm tractors in use at the beginning of 1960. The production of cars, trucks and buses in leading countries also is shown. The survey may be obtained for $1 from *The American Automobile* and *El Automovil Americano*, McGraw-Hill International Corp., 330 W. 42nd St., New York, N. Y.

SOON TO BE PUBLISHED

5527. *Costa Rica Market.*

Population by provinces, sex and age, and total homes by province, urban and rural, will be covered in a brochure to be published June 1 by Caribbean Networks, New York.

5528. *The Cuban Market.*

Area and population of the Republic of Cuba, broken down by provinces, plus a labor census of men and women and a study of economic development in the past ten years of change, are covered in a brochure to be published June 1 by Caribbean Networks, New York.

5529. *The El Salvador Market.*

A brochure to be issued May 15 by Caribbean Networks will include population by sexes and age groups and by provinces, plus total urban and rural homes, in the Republic of El Salvador.

5530. *The Guatemala Market.*

Increases in population from 1957 to the present, broken down by departments or states, sex and age groups, plus total homes, in Guatemala will be covered in a brochure to be issued June 1 by Caribbean Networks.

5531. *The Nicaragua Market.*

Population of Nicaragua, by sex, ages, departments (states), urban and rural, and total urban and rural homes, will be covered in a brochure to be published June 1 by Caribbean Networks.

5532. *The Panama Market.*

Population of the Colon Free Zone by sex and age groups plus urban and rural homes, and a review of population growth since 1951, will be included in a brochure to be issued May 15 by Caribbean Networks.

5533. *The Puerto Rico Market.*

Population and homes, family income and new industries in the Commonwealth of Puerto Rico will be covered in a brochure to be issued May 15 by the Caribbean Network.

5551. *American Servicemen and Their Families Overseas.*

The overseas military market, its products, customers, outlets and sales promotion methods, are described in a booklet to be offered in May by the Overseas Military Edition of *Reader's Digest*.

5552. *Information Sheets on U.S. Exports to Latin America.*

Vision Inc. will have current figures on U. S. Latin American exports, by category of goods, available in May.

DISTRIBUTION MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.

7000. 1959 *Fact Book: Gas Heating & Air Conditioning.*

The growth of gas heating and air conditioning during the record sales year of 1959 is described in a market report published by *Gas Heat & Comfort Cooling*. Data includes an analysis of equipment types and sizes, manufacturer and retail prices, and industry trends.

7001. *Ulcers, But Good Bank Balances.*

Fueloil & Oil Heat has reprinted its survey report showing the growth, geographical distribution and profit trends of the fuel oil business, and pointing out that fuel oil specialists account for the greatest percentage of fuel oil sold, as well as oil heating installations and service work.

7002. *Fueloil Trucks Operating.*

A state breakdown showing the distribution of 67,460 fuel oil trucks carrying distillate heating oil, kerosene and residual oils is available from *Fueloil & Oil Heat*.

7003. *Fuel Oil Trucks and Oil Heating Service Trucks Operated by Fuel Oil Distributors.*

A 12-page report showing truck brands, capacities, model years, and geographical distribution of trucks used in fuel oil deliveries and oil heating service work is offered by *Fueloil & Oil Heat*. The data includes figures on truck fleets operated by individual fuel oil distributors.

7004. *Oil Heating Sales Up 12%.*

Reprinted from *Fueloil & Oil Heat* is a statistical report on the 1959 oil heating sales year, showing sales volume, prices, and trends of residential, commercial, and industrial oil heating equipment.

7005. *Gas Heat Equipment Sales and Units Operating.*

Available from *Gas Heat & Comfort Cooling* is this state-by-state breakdown of gas furnaces, boilers, conversion burners, water heaters, unit heaters and space heaters, and wall and floor furnaces.

7006. *Housewarming*—1959.

A report on the growth of electric home heating, indicating that there are now more than 600,000 homes completely heated with electricity, is offered by *Electric Heat & Airconditioning*. Also included is information on the effect of geography and power rates on electric heating installations, and the types of outlets which sell and install the equipment.

7007. *Estimated Retail Toy Sales by States.*

Dollar figures and percentages of estimated toy sales for the year 1958 are given for each state and nine geographic sections on this data map published by *Playthings*.

7008. *Survey of the Purchase and Use of Electricity and Electronic Kits and Demonstration Panels in the School Shops.*

Electricity, radio, tv and electronic teachers were polled for the data in this survey report to determine the use and acceptance of these products and the market possibilities based on purchases planned by respondents. It is available from *School Shop*.

7009. *Footwear News Fact Book.*

Published just this month is a report on the production and sales of footwear by types, area and type of store, and data on imports and exports. It is available from *Footwear News*.

7010. *Profile of the American Salesman.*

A cross-section of subscribers to *American Salesman* is characterized in this survey report covering age, income, travel and ownership of automobiles by brands, and other items, as well as personal and family statistics.

7011. *Automotive News Car Dealer Market Study.*

A booklet offered by *Automotive News* shows the results of a survey of car dealers on the size and characteristics of dealerships, types of mechanical and service work done, equipment and tools owned, and buying influence.

7012. *The Bakery Market and Bakers Review.*

A folder published by *Bakers Review* contains brief answers to marketers' questions about the bakery business—size, composition, types of products and quantities produced.

7013. *Glass Dealers Are Emphasizing the Specialties.*

Dealers in the flat glass, metal and allied industries were queried to determine how many handle specialty lines, including paint, screens, storm windows, jalousies, glass doors, bath enclosures, fiber glass panels, metal awnings, etc. Their responses are given in a folder offered by *Glass Digest*.

7014. *Automotive News Market and Media Data Folder.*

Following the NIAA outline, this booklet identifies the car dealer and automotive manufacturing market served by its publisher, *Automotive News*.

7026. *Profile of the Drycleaning Market.*

This folder describes the drycleaning market and breaks it down into its various segments. Published by *Cleaning Laundry World*.

7027. *Profile of the Cleaning Laundry Market.*

Bar graphs illustrate this folder on the cleaning laundry industry and show the number of plants comprising each segment of it. Published by *Cleaning Laundry World*.

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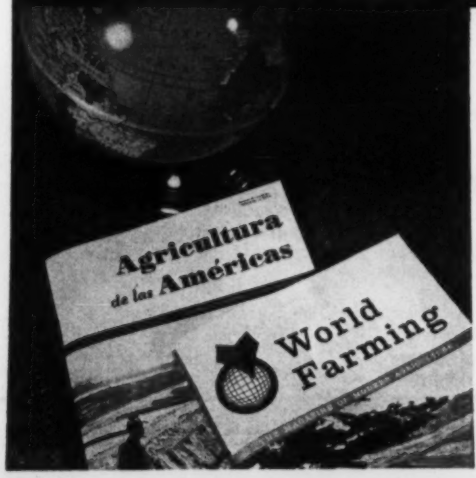

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Available Market Data—Distribution

To secure copies of data listed, use the handy coupons

7028. *The Four Laundry Markets.*
Information on the four major laundry markets, the equipment used and types of service offered is presented by *Cleaning Laundry World* in a folder which also describes the future growth in the number of laundry plants.

7029. *The Dow Survey.*
Results of a survey conducted by the Dow Chemical Co. are presented in this report on the type of service and dollar volume of dry-cleaning and laundry operators. Available from *Cleaning Laundry World.*

7030. *Shirt Laundering.*
The importance of shirt laundering to the growth in new laundry installations during 1960 is presented in this report, which is offered by *Cleaning Laundry World.*

7031. *Profile of the Institutional Laundry Market.*
This survey of the potential of the institutional laundry market shows the size of the market, services offered, products and equipment used, purchasing responsibility and projected expansion of the industry. Published by *Institutional Laundry.*

7032. *Boating.*
Product Engineering has prepared this study dealing with the increasing sales of boating equipment, and giving projections of future sales of this equipment.

7033. 1959, *the Break-Through Year: 1960, New Market Potentials.*
This annual review and forecast by *Boot & Shoe Recorder* lists production and consumption figures for the shoe business for the years 1921 to 1959, with a projection of the outlook for 1960.

7034. *How the Top 70 Shoe Manufacturing Firms Rated in Pairage Output and Dollar Sales in 1959.*
A tabulation of the pairage production and dollar sales for the top 70 firms in the shoe business, with figures on total production and sales, is presented in this reprint from *Boot & Shoe Recorder.*

7035. *The Most Direct Approach to the Canning, Glass Packing and Frozen Food Industry.*
This brochure gives information on the size and evaluation of the canning industry, along with details on *Canning Trade's* service to this market.

7036. *Report Digest of Sanitary Maintenance and Janitor Supply Study.*
This report covers sales, selling practices, profits, selling staffs, marketing aids, brands, markets in order of importance, and other market data. Published by *American Paper Merchant.*

7038. *Buffalo Report.*
The report of a survey of Buffalo engineers on their mechanical specification writing practices is given in a booklet available from *Actual Specifying Engineer.*

7039. *Specification Practices.*
This is a reprint of an article which appeared in *Actual Specifying Engineer* in 1958 giving opinions of a panel of experts on specifications practices.

ASE Newsletters.
The following eight items are special reports on practices of specifying engineers published by *Actual Specifying Engineer* in its newsletter; copies of the individual survey reports are available on these subjects:

7040. *Process Piping, Shower Cabinets, Fixtures.*

7041. *Plastic Pipe, Storage Tanks, Water Softeners, Lawn Sprinkler Systems.*

7042. *Flush Valves, Shower Receptors, Water Systems, Food Service Equipment.*

7043. *Fire Protection Equipment.*

7044. *Hot Water Heating Equipment.*

7045. *Water Coolers.*

7046. *Precipitators, Refractories, Smoke Stacks.*

7047. *Compressors, Fans, Blowers.*

7048. *ASE Special Report No. 6.*
Another offering of *Actual Specifying Engineer* is this analysis of installations for which specifying engineers have written mechanical specifications.

7049. 1960 *Funspot Market Analysis.*
The growth of the commercial amusement-recreation market to $2 billion in annual sales is emphasized in the third annual market analysis completed by *Funspot.* Attendance, sales and investment figures are given, with data on trends and revenue producing facilities.

7050. *More to It Than Protection.*
Details on the growth in use of corrugated containers during the last three years, including data on the end use of corrugated boxes and improvements in their appearance, are given in this offering of *Consumer Packaging.*

7051. *Bigger and Better.*
Also published by *Consumer Packaging,* this report emphasizes the importance of packaging in ice cream selling and describes suitable types.

7052. *Characteristics of America's Boating Dealers.*
A special report offered by *Boat & Motor Dealer* covers markets served, dealer organization and administration, sales volume, credit policies, products handled, promotion methods by media and advertising budgets.

7053. *Markets by States.*
A folder published by *Domestic Engineering* contains pertinent statistics for each state for the use of manufacturers of plumbing, heating, air conditioning and related products. Population, dwelling units, incomes, value of building permits and other figures are given.

7054. *Rockford Report.*
A concentrated study of all plumbing and heating contractors covering the type and amount of work they do in one midwestern city (Rockford, Ill.) is reported in this booklet available from *Domestic Engineering.*

Domestic Engineering Survey Reports.
The following six items are reports on surveys of plumbing and heating contractors by *Domestic Engineering.* Included in most cases are data on number of installations, size of the contractor's business and brand name mentions for each product surveyed.

7055. *Water Softener Survey.*

7056. *Central Cooling System Survey.*

7057. *Submersible Pump Survey.*

7058. *Prime Contractor Survey.*

7059. *Water Systems Survey.*

7060. *Excavating Equipment Survey.*

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Available Market Data—Distribution

To secure copies of data listed, use the handy coupons

7061. *Petroleum Data.*

A folder published by *Petroleum Marketer* gives percentages of oil products distributed by major oil companies and independents, size and geographical distribution of petroleum wholesalers, operations and functions of distributors and jobbers, data on how oil marketing equipment is sold, and buying influences among majors and independents.

7062. *Automotive Parts and Tires Survey.*

A report on 1959 sales of auto supply stores, which reached $454,000,000, is given in this offering of *Automotive Retailer* which includes a detailed sales breakdown by parts.

7063. *Lawn and Garden Supplies Survey.*

Automotive Retailer measured sales of lawn and garden supplies by auto supply stores and has the results, with discussions of the biggest sellers (lawn mowers, garden hose and tools, lawn tillers and seeds) in this folder.

7064. *Traffic Appliances Survey.*

The extent to which Americans patronize their home and auto stores for small electrical appliances (fans, radios, toasters, etc.) is described in this folder offered by *Automotive Retailer.*

7065. *Outdoor Sporting Goods Survey.*

Another *Automotive Retailer* study shows that sales of sporting and outdoor goods in auto supply stores are on the increase and that they accounted for 8.8% of total sales of eastern outlets. Types of equipment and their total and regional sales are discussed.

7066. *Toy Survey.*

Also offered by *Automotive Retailer*, this survey report indicates the share of total U. S. toy sales that auto supply stores have cut out for themselves.

7081. *Sanitary Supply Industry.*

A study of the sanitary supply market, including sales of cleaners, floor finishes, paper towels, floor equipment, etc., is summarized in a booklet issued by *Sanitary Maintenance.*

7082. *Pump Sales Now and in Future.*

An analysis of pump sales and the present and potential market for domestic water systems is presented by Fred Hout, past president of the National Assn. of Domestic & Farm Pump Manufacturers, in a bulletin issued by the *Water Well Journal.*

7083. *Motel Construction Monthly Report.*

A data sheet of planned construction in the motel field, giving monthly totals, total units, average number of units, "extras" planned for motel guests and a regional breakdown is issued monthly by *American Motel.*

7084. *Motel Supplies.*

A folder issued by *American Motel* covers sources of supply for 42 products purchased by motels, showing percentage of current purchases through each channel of distribution—wholesale, jobber and retail.

7085. *Motel Planning and Purchasing Influences—New Construction.*

A six-page folder issued by *American Motel* covers sources of information during planning and construction, planning decisions, relationship of owner, builder or architect in basic construction; furnishing details and purchasing decision patterns for basic equipment such as air conditioners.

7086. *Motel Market and Sales Analysis.*

A state-by-state motel census, current trends, purchasing power, product demand, buying decisions, sales influences and distribution in the motel business are surveyed in a booklet published by *American Motel.*

7087. *Buying Intentions of Restaurants.*

A booklet published by *American Restaurant* presents a study of buying intentions of readers with respect to equipment and supplies and breaks down readership by seating capacity, employes, gross sales and number of meals served per day.

7088. *When Fishing, Hunting Dealers Buy.*

A month-by-month breakdown of purchasing of fishing tackle and hunting supplies by dealers and jobbers, plus monthly average dealer sales and jobber sales is included in a booklet published by *Sporting Goods Dealer.*

7089. *Electrical Supplier Relations Study.*

An 80-page brochure issued by *Electrical Wholesaling* summarizes a study of independent electrical wholesalers on how they rate their suppliers of electrical apparatus and supplies on delivery, packaging, advertising support and keeping the distributor informed.

7090. *Facts on Residential Kitchen Products.*

A 16-page booklet published by *Kitchen Business* analyzes the market for residential built-in kitchen products, channels of distribution and sales of kitchen cabinets, built-in appliances, plastic counter tops, kitchen ventilators, kitchen accessories and floor and wall coverings.

7091. *Appliance Data.*

A 74-page report published by *Electrical Merchandising Week* covers sales and other data on ranges, refrigerators, air conditioners, home laundry products, phones, radios, television and related products, plus projections for 1960.

7092. *Coin Operated Laundry Market.*

A survey of laundries (commercial and quick service), ownership and planned investment in coin operated laundry facilities, and expected 1960 expansion is summarized in a booklet issued by *American Laundry Digest.*

7093. *State of the Drycleaning Industry.*

A fact sheet issued by *American Drycleaner* covers 1958 and 1959 drycleaner sales and profit margins, and a 1960 forecast.

7097. *Chain Restaurant Building.*

This monthly summary of new construction and modernization plans of chains active in installing restaurant and fountain equipment includes news briefs of current chain restaurant developments and trends, and is published by *Chain Store Age.*

7098. *Fastest Growing Market in Food Service Industry.*

Listing leading restaurant, drug, variety and department store chains with the number of stores operated, this report shows growth of the market and illustrates development from 1957 to 1959 in three major restaurant fields and outlines the specialized buying functions of restaurant chains. From *Chain Store Age.*

7099. *Product Study No. 16.*

A study of food chain sales of gelatins, puddings and toppings includes breakdown by percentage of desserts sold in six leading chains, seasonal sales of gelatins, toppings, puddings and pie fillings, and merchandising information from *Chain Store Age.*

7100. *Drug Chain Marketing.*

This brochure describes the vast drug chain market, gives annual sales figures and growth trends, responsibilities of buyers and store managers, sales by departments and information on the upsurge in chain drug store construction From *Chain Store Age.*

7101. *Variety Store Check List.*

A monthly newsletter issued by *Chain Store Age* lists monthly sales figures for ten major variety chains and provides a roundup of information useful to the field.

7102. *How Do You Fit into the Chain Store Construction Picture?*

A report giving construction and modernization expenditures for chain stores for the past ten years and estimated expenditures by individual chain fields for 1960 has been prepared by *Chain Store Age.*

7103. *Chain Store Building.*

This monthly newsletter listing stores and warehouses planned or under construction by chains in all retail fields by states and for Canada is available from *Chain Store Age.*

7104. *Food Chain Newsletter.*

A newsletter which reports on chain grocery-supermarket sales, showing regional sales and gain or loss percentage of the four latest months, and recent trends and developments is published monthly by *Chain Store Age.*

7105. *Retail Sales of Leading Grocery Chains.*

A folder giving annual sales of 50 grocery-supermarket chains, plus number of stores operated by each company, is offered every six months by *Chain Store Age.*

7106. *Marketing Map of Chain Drug Field.*

This map shows locations by states of stores operated by drug chains of three stores or more, total drug chain sales, growth trends, sales of leading departments, new store construction, total chain drug stores in each state and shopping centers in each state. From *Chain Store Age.*

7107. *Marketing Map of the Chain Grocery-Supermarket Field.*

A map showing the location by states of 25,077 stores in the U. S. and Canada operated by 1,391 companies of three stores or more; 1957, '58 and '59 chain sales, sales by commodities, regional chain sales, cities with chain buying and branch offices and other data is available from *Chain Store Age.*

7108. *Buying Plans of Leading Bottlers.*

Major executives of 1,573 leading bottling companies gave information on plant size, ownership and brand names of trucks, expenditures for maintenance items and buying plans for all types of plant and office equipment and supplies for this report issued by *Nation's Business.*

7109. *1958 Retail Hardware Sales.*

A statistical study covering all known retail hardware stores presents 1958 sales broken down by store size, 224 products in nine merchandise categories, source of supply, number of brands carried, and average sales per store by product. From *Hardware Age.*

7110. *Hardware Age 1960 Planning Guide.*

A description of today's hardware merchants, numbers of stores and wholesalers, and retail sales by geographical area, community size groups and sales volume groups is available from *Hardware Age.*

7111. *Hardware Distribution.*

A brochure prepared by *Hardware Age* gives a complete numerical breakdown of all known retail hardware stores by state and volume, general hardware wholesalers by state, and lumberyards and building supply dealers.

7112. *Your Back-to-School Market.*

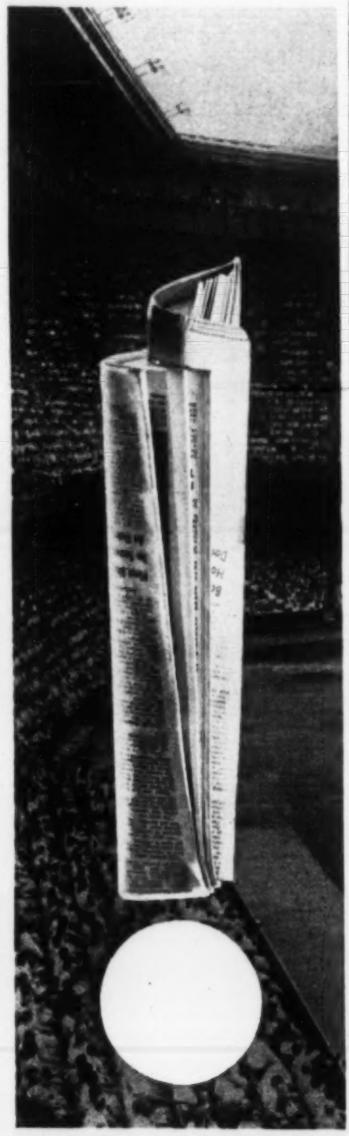
Tables giving a breakdown of the child population between the ages of infancy to 17 years by age, sex and geographical location are offered by *Infants & Children's Review.*

7113. *Diaper Laundering Products.*

A study of new mothers to determine the products they use in laundering diapers and what characteristics they consider most important after diapers have been laundered is covered in a brochure published by *Baby Care Manual.*

7126. *Central Warm Air Heating Equipment Shipments.*

A four-page report issued by *American Artisan* shows the total shipments by year from 1915 to 1959 of warm air heating units and related equipment.



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Available Market Data—Distribution

To secure copies of data listed, use the handy coupons

7127. *Portable Electric Tools.*
A four-page report issued by *American Artisan* summarizes interviews with dealers and contractors in four national markets with regard to their ownership of portable electric tools.

7128. *Powered Shop Tools.*
Three data sheets issued by *American Artisan* summarize interviews with key sheet metal contractors with regard to their ownership of powered shop tools.

7129. *Central Residential Summer Air Conditioning.*
Data on key warm air heating dealer-contractors and wholesalers bearing on their place as outlets in selling central residential summer air conditioning equipment is covered in a 24-page booklet published by *American Artisan*.

7130. *Sheet Metal Contracting.*
A 16-page booklet issued by *American Artisan* covers key sheet metal contractors in eight cities, with data on the types of work they perform and annual tonnages of sheet metal used.

7131. *Winter Air Conditioning and Warm Air Heating.*
A 20-page booklet published by *American Artisan* summarizes a survey of dealer-contractors in this field, and gives annual sales and installation figures, business mortality, line change data, etc.

7132. $4 *Billion Market for Office Products.*
A booklet issued by *Office Appliances* summarizes the growth of the office equipment market and principal channels of distribution and a sales analysis of a typical dealer and how he operates.

7133. *The* 16 *Richest Markets.*
The 16 areas that "offer the greatest potential for retail services" in the U. S. are described, including retail sales and production in each, in a booklet issued by *National Cleaner*.

7134. *Annual Report of the Liquefied Petroleum Gas Industry.*
A report of a survey of LPG bulk plant distributor-dealers, showing their size, operations, plans for expansion and purchases in 1960, is included in a brochure issued by *Butane-Propane News*.

7135. *Mass Feeding Survey.*
A survey of a cross-section of readers of *Executive Steward* covers restaurants, caterers, cafeterias, industrial feeding, etc., as to annual income, seating capacity, number of employes, meals served per day, foods served, liquor, beer, etc.

SOON TO BE PUBLISHED

7015. *Official U. S. Census of Beauty Shops.*
To be available June 1 is this map showing the number of beauty shops in each state, based on U.S. Census Bureau statistics. It is offered by *Modern Beauty Shop*.

7016. *Hardware Co-op Advertising Fact Book.*
The National Retail Hardware Assn. will soon have this marketing fact book available, describing methods of controlling cooperative advertising assistance to hardware retailers.

7017. *Glass Industry Market Report.*
Scheduled for publication Aug. 1, this report will cover the distribution of flat glass, metal and allied products, including volume of products moved and installed, dollar amounts, net profits, etc. *Glass Digest* is the publisher.

7067. *True Look of the Super Market Industry*, 1959.
Super Market Merchandising will be ready next month with its annual study of trends in the super market business, giving volume figures by states as well as a list of more than 100 chains and their sales for '59. Characteristics of new markets opened in 1959 will also be given.

7068. *Oil Jobber Survey.*
Petroleum Marketer is at work on this survey to determine the operations of the independent oil jobber in the U. S., including the equipment and facilities he operates, number of dealers served, average number of branded and unbranded oil jobbers and other data.

7069. *The Biscuit, Cracker and Snack Foods Industry.*
Biscuit & Cracker Baker will offer an analysis of the biscuit, cracker and snack foods industry based on 1958 U. S. Census of Manufactures statistics and the publication's own research later this year.

7070. *The Bakery Market.*
The national bakery manufacturing market as covered by the 1958 U. S. Census of Manufactures will be described in a report to be published in July by *Bakers Weekly*.

7094. *Drycleaners Turn to Coin-Operated Laundries.*
A report of a survey of drycleaner ownership of coin-operated laundries, including historical data and projections for 1960, will be published by *American Drycleaner* in July.

7095. *Television in Motels.*
A brochure to be published in June by *American Motel* will summarize a survey of tv sets in motels, including number of motels with sets, number planning to add sets, how purchases are made, preference in style and screen size, and facts about service.

7096. *Motor Buying Habits of Electrical Contractors.*
A study of the motor buying habits of electrical contractors, industrial electrical men and motor service shops will be summarized in a brochure to be issued June 1 by *Electrical Construction & Maintenance*.

7115. *How to Sell the Office Market.*
An analysis of manufacturers' sales follow-up on customer inquiries shows how many sales to expect, percentage of inquiring people who are buyers, have bought or will buy. To be published in June by *Modern Office Procedures*.

7116. *Profile of the Office Decision Maker.*
A national survey of office buying authorities shows who buys, his characteristics, job experience and job future, and how much authority any individual has in buying major office machines, furniture and supply items. To be published in June by *Modern Office Procedures*.

7117. *Market for Office Products.*
A statistical study of 80,000 inquiries to show individuals by titles, industries by classification, and titles by industry interested in buying 28 major office product classifications. To be issued in June by *Modern Office Procedures*.

7118. *Chain Variety Store Marketing Map.*
To be published in July, this

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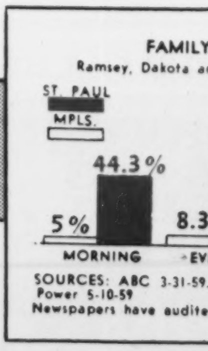

Available Market Data—Distribution

To secure copies of data listed, use the handy coupons

map will show the location by states of variety chain stores, sales volume for 1959, annual sales of leading chains, sales breakdown by major departments and city locations of chain headquarters offices. From *Chain Store Age*.

OFFERED AT A PRICE

The following items are available at the price listed. Please send your requests for these items direct to the publisher, broadcaster or other type of company offering the material, at the address listed.

Supermarket Industry, 1959.
Data on who owns supermarkets, total sales, average market sales, transactions, area, new markets, shopping centers, etc., are included in a brochure issued by *Super Market Merchandising*, 67 W. 44th St., New York 36. Price: 50¢.

National Brands—Gross Profits.
A 44-page booklet issued by *Super Market Merchandising* covers a study of gross profits and unit movement of 2,772 items, including a list of 150 top profit makers by name of product, at Century Super Markets, Youngstown, O. Price: 75¢. Order directly from *Super Market Merchandising*, 67 W. 44th St., New York 36.

Hard Look at Non-Foods.
A statistical analysis of the sales performance of non-foods in the supermarket, a breakdown by *product line* of supply sources and percentage of the industry carrying various items are covered in a booklet published by *Super Market Merchandising*, 67 W. 44th St., New York 36. Price 50¢.

The Von's Story.
Late this summer *Super Market Merchandising* will publish a research report on the sales performance of national brands in a chain store (Von's of Los Angeles). Profits, return on investment, movement, etc., for more than 5,000 items will be listed. The study will be available at 75¢ per copy from *Super Market Merchandising*, 67 W. 44th St., New York 36.

The Exploding Sixties.
A 16-page booklet packed with forecasts for the new decade and reports from such authorities as Arno Johnson, Bernice Fitz-Gibbon, Marion Harper Jr. and Samuel G. Barton, is available from *Profit Parade*, Haire Publishing Co., 111 Fourth Ave., New York 3, at 50¢ per copy.

PROFESSIONAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.

7500. *Travel Preferences of the Physician.*
The results of a survey made by the *American Medical Assn. News* on the number of trips taken by doctors in a 12-month period, days away from home, transportation, peak travel periods, foreign and domestic trips, use of travel agents and amounts of money spent on travel are given in this A.M.A. booklet.

7501. *School Bus Survey.*
A report on who makes the final decision in the purchase of school buses for public and Catholic schools is given in a booklet published by Bruce Publishing Co., based on a recent survey of principals.

7502. *Catholic Population Statistics.*
A compact summary of Catholic population statistics is given in this folder covering, by states, total and Catholic population, teachers, school officials by levels, and institutional personnel, as well as the 50 cities with largest school enrollments and dioceses with Catholic populations over 22%. It is offered by *Catholic School Journal* and *Catholic Management Journal.*

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7503. *School Population Statistics.*
A folder published by *American School Board Journal* provides statistics on present public school classrooms and needs by states, public school enrollment and recent capital outlay figures for the 106 largest urban districts, current expenses and cost-per-pupil (1958-59), and population and school enrollment by and within states.

7504. *The Canadian Dental Market.*
Published last October, this survey report covers equipment owned by Canadian dentists, equipment purchased in the past year, supplies used, amounts spent on supplies and commercial prosthetic laboratory work, patients seen, work done, and prescriptions written. It is offered by *Oral Health.*

7505. *The Southern Hospital Market.*
Facilities and personnel of southern hospitals, operating expenditures, additional hospital facilities needed in each state, projects under construction and total investments by states are described in a 12-page booklet published by *Southern Hospital.*

7506. *Facts About the Southern Municipal Market.*
A booklet offered by *Municipal South* reports on a special population census of 25 southern municipalities, giving a breakdown by cities on projects planned and their cost. Also given are 1955 expenditures of a group of southern cities and a list of municipally-owned power plants in the South.

7507. *Hospitalization in Short-Stay Hospitals.*
An eight-page report published by *Hospitals*, journal of the American Hospital Assn., covers a special study by the Public Health Service to determine extent of illness and hospitalization over a one-year period. Conditions requiring hospitalization and numbers of surgical patients are summarized.

7508. *Oral Hygiene Data File.*
Data on the dental market, including statistics on the number of practicing dentists, their average income, amounts spent on dental care and other aspects of this market, are given in a booklet offered by *Oral Hygiene.*

7511. *Profile of Food Service Consultants Serving Institutions.*
A report of telephone surveys made among food service consultants establishes the characteristics of this group, including experience, clientele and business volume. Published by *Institutions.*

7515. *ISA Journal Market Media Folder.*
The *Journal* of the Instrument Society of America and its readers are described in a folder available from the publication.

7516. *Largest All-Over Coverage of the Enormous U. S. School Market.*
This is a 12-page brochure which supplies data on school buying procedures, National Defense Education Act funds available for school equipment purchases, the educational travel market and the size of the school market. It is offered by State Teachers Magazines Inc.

7517. *Report from Professional Nursing Home.*
Data on the growing number of nursing homes and homes for the aged, including their size, equipment ownership and purchasing systems, are given in a report from *Professional Nursing Home* which made its debut last October.

7518. *Marketing Map: Nursing Homes and Homes for the Aging.*
Also offered by *Professional Nursing Home* is this map showing the number of nursing homes and homes for the aging by states and indicating their bed numbers.

7520. *What Teachers Tell Us About Books, School Supplies, Equipment.*
Results of a survey made among elementary school teachers concerning funds for classroom purchases, parent-teacher contributions and teacher influence in the purchase of books, school supplies and other school equipment are given in a brochure from *The Instructor.*

7521. *Sells the Teacher Travel Market.*
Emphasizing the "15 weeks to play" that school teachers have, this offering of *The Instructor* reports on teachers' vacations, money spent on travel and other aspects of the teacher travel market.

7522. *The Audience of Three Magazines in the Resident-Intern Market.*
A study conducted by Audits & Surveys Co. compares the audiences of hospital residents and interns for *Resident Physician, New Physician* and *Riss Magazine* and is reported in this brochure available from *Riss.*

7523. *The Audience of Four Medical Magazines.*
Complete with hard-cover binding, this audience study report compares physician readers of the *Journal of the American Medical Assn., MD Medical Newsmagazine, Medical Economics,* and *Modern Medicine* in terms of their prescription volume, patient load, age and field of practice. It is offered by *Medical Economics.*

7524. *How They Feed the Lions.*
Here is a case study of feeding operations at Penn State, including quantities of various foods consumed by Penn's Lions, meal planning procedures and facilities required by the mass feeding operation. It is offered by *College & University Business.*

7525. *College Feeding and Housing.*
Published this month, a booklet available from *College & University Business* describes the growth and present scope of feeding and housing operations in colleges and universities. Materials and methods used in current construction are also discussed.

7526. *Here's How Colleges and Universities Are Organized.*
This is a chart depicting the structure of the college academic and business organization, available from *College & University Business.*

7527. *Estimated Enrollment in U. S. Colleges and Universities*, 1960-1970.
A graphic presentation of the anticipated growth in college population by 1970, including physical plant requirements and two estimates of funds needed to expand college facilities, is offered by *College & University Business.*

7528. *Food Service Directors Report on Food Service Equipment Buying Procedure.*
Another offering of *College & University Business* is a survey report showing the relative influence of food service managers, business

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officials and others in the selection of food service equipment.

7529. *Food Service Directors Report on Food Buying Procedures.*
The relative influence of food service directors, business officials, and other college personnel in the purchase of food products is indicated in this survey report offered by *College & University Business.*

7530. *Survey of College Business Managers.*
A three-page report covering the influence of college business officials, department heads and other personnel in selecting various pieces of equipment is available from *College & University Business.*

7531. *Survey of School Business Officials.*
Based on returns from 1,019 school districts, a survey report from *Nation's Schools* defines the responsibilities of the business manager, his background and his degree of responsibility in school management functions, including purchasing.

7532. *Report of School Administrators on Activities of the School Board.*
A survey of 912 administrators on the comparative responsibilities of school board members, administrators, business officials, and architects in drawing up school budgets, pointing out product needs, comparing and testing brands, preparing purchase specifications and recommending makes or brands, is reported in a folder available from *Nation's Schools.*

7533. *The School Board Member Is Doing His Job.*
Another offering of *Nation's Schools,* this booklet describes the extent of school board members' activities in policy making, budgeting, testing and recommending products by brands.

7534. *U. S. Public School Systems by Enrollment.*
School systems by enrollment size and the percentage enrollment in each size group are summarized in a data sheet published last January by *Nation's Schools.*

7535. *Here's How U. S. Public Schools Are Organized.*
A single data sheet issued by *Nation's Schools* provides a chart of public school organization and control, with special attention to those officials who perform buying functions.

7536. *Existing Classrooms and Estimated New Classroom Needs.*
A chart offered by *Nation's Schools* depicts total classrooms to be needed over the next ten years, both for replacement of existing facilities and for expansion to meet the growing school population.

7537. *Hospital Supply Buying Procedures.*
Modern Hospital offers this report on a survey of hospital purchasing routine for supply items, indicating the major buying influences and degree of influence of hospital personnel in the selection of product brands.

7538. *Hospital Equipment Buying Procedures.*
A companion study to the one noted above, this offering of *Modern Hospital* is concerned with purchasing routines for hospital equipment items.

7539. *Hospital Market Facts.*
This is a 16-page illustrated report on the scope and character of American hospitals, including hospital bed capacities by states and data on organization, growth, type of service and control, and current trends and practices. It is offered by *Modern Hospital.*

7540. *U. S. Hospital Bed Needs, 1959-1965.*
A chart offered by *Modern Hospital* indicates hospital bed needs by year and by total needs through 1965.

SOON TO BE PUBLISHED

7509. *A Study of* 101 *Inquiries.*
Slated for summer publication is the summary of a market study done for a vise manufacturer, reporting the purchasers, by title, of vises in the field of industrial education and when they buy. Offered by *Industrial Arts & Vocational Information.*

7510. *Who Buys What in the Catholic Market.*
Also to be published this summer is a survey report on the buying habits of the Catholic school market, covering purchases of items most frequently bought for these schools and who is responsible for their selection. *Catholic School Journal* is the publisher.

7541. *A Survey of the Commercial Artist.*
American Artist will publish a report in July on its survey of commercial artists regarding their art material buying practices and influences, educational backgrounds, outside interests and advertising and marketing opinions.

OFFERED AT A PRICE

The following items are available at the price listed. Please send your requests for these items direct to the publisher, broadcaster or other type of company offering the material, at the address listed.

Art School Directories.
Published this month, a booklet listing the names and addresses of art schools and teachers who will be offering art classes during the summer of 1960 is available from *American Artist,* 24 W. 40th St., New York 18, at 25¢ per copy. The magazine will also issue a similar booklet on schools and teachers offering classes for the fall and spring terms, 1960-61, by mid-July; it, too, will be 25¢ per copy.

INDUSTRIAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.

8000. *Plan for Total Marketing.*
This 16-page booklet analyzes market potential among paperboard packaging producers. Sales, investments and plant population of paperboard mills, corrugated box plants, folding carton plants and fibre can and tube manufacturers are included. Published by *Paperboard Packaging.*

8001. *Tank Trailer Production.*
This one-page tabulation shows the number of tank trailers built during each of the eight months ending March, 1959, classified by type of service and metal used in construction. Same data for other months since January, 1958, available on request from *Petroleum & Chemical Transporter.*

8002. *Relative Importance of Bulk Commodities.*
A one-page tabulation of permanent authority applications filed during 1959 by interstate, for-hire tank truck companies, showing commodity classifications for which most new authority is being requested, types of tanks required by design and construction materials. Available from *Petroleum & Chemical Transporter.*

8003. *Tank Truck Industry.*
This description of the tank truck market prepared by *Petroleum & Chemical Transporter* shows types of equipment used and aver-

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The second full year of world wide ST. LAWRENCE SEAWAY shipping into and out of THE NATION'S THIRD BUSIEST PORT, the giant DULUTH-SUPERIOR harbor has begun . . . Tremendous mining activity is anticipated this year on the Minnesota Iron Ranges . . . In a period of four months tourists will bring more than 32 million dollars into the DULUTH-SUPERIOR area . . . In short . . . BUSINESS IS GOOD IN THE UPPER MIDWEST AND . . .

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age life of key components in various types of service; statistics on amount of equipment operated, and growth rate of the industry. Also gives information of the new drybulk field.

8004. *How Readers of Air Conditioning, Heating & Ventilating Spend Their Time.*
Offered by *Air Conditioning, Heating & Ventilating*, this survey was conducted to determine how much time is spent on design, specification, installation and maintenance by its contracting, government, industrial, commercial, institutional and utility engineer readers.

8005. *Who Specifies? Who Buys?*
This study of buying practices in the market for air conditioning, heating, piping and related equipment describes functions and inter-relationships of consulting engineer, building owner, architect, mechanical contractor and others. Published by *Air Conditioning, Heating & Ventilating*.

8006. *Who Buys Metals for Metalworkings?*
A market study by *Machinery* evaluates the importance of various types of metalworking executives in purchasing ferrous and non-ferrous metals.

8007. *Today's Research Market.*
A 12-page data book describing the growing research market covers expenditures by private industry and government, predicts market growth and breaks down employment of scientists by industry. Published by *Analytical Chemistry*.

8008. *The Textile Industry Has Gone Chemical.*
This brochure provides market information on the various types of chemicals and related products purchased by the textile wet-processing industry, together with information on *American Dyestuff Reporter's* coverage of this market.

8009. *SAE Journal Readers Specify Plastics.*
This brochure describing the automotive market for plastics and how its readers influence buying decisions, is published by the *SAE Journal*.

8010. *Underwater Engineering Market & Media Facts File.*
A folder containing information on this country's underwater defense programs, with a breakdown of current expenditures by type of activity, etc., is published by *Underwater Engineering*.

8011. *GSE—Ground Support Equipment—Market & Media Facts File.*
In this folder are data on ground support products used in the missile and space vehicle markets; government division of the GSE dollar; total market expenditures and market growth predictions. Published by *Ground Support Equipment*.

8012. 1960 *Market Analysis of the Graphic Arts Industry.*
This tabulation of the total number of plants in the graphic arts industry, is classified state-by-state and sub-classified to provide an analysis of the production equipment in operation. Available from *Graphic Arts Monthly*.

8013. 1960 *Market Analysis of Offset Plants.*
This is a state-by-state summary of the number of graphic arts plants that have added offset presses for the years 1951 though 1960, a 1960 compilation of plants with offset plate-making equipment, and combination letterpress-offset plants compared with exclusively offset plants. Published by *Graphic Arts Monthly*.

8014. *Ceramic Statistics.*
This reprint from the *American Ceramic Society Bulletin* shows the magnitude of ceramic products in the economy, and compares production or consumption with various other engineering fields. Graphs are included.

8015. *Bulk Materials Conveying Systems in Chemical and Chemical Processing Plants.*
Some 95 chemical and chemical processing plants were surveyed for this report on the number and length of conveying lines in use, use of tractor shovels and silos, methods of unloading from railroad cars and barges, principal "headaches" and current trends in use of conveying equipment. From *Chemical Processing*.

8016. *Thermal Insulation—Survey of Purchasing Practices in Chemical Processing Plants.*
343 key processing and plant operating men responded to a questionnaire for this report on reasons for installing thermal insulation, relative importance of insulation characteristics, and methods of purchasing and applying insulation. Published by *Chemical Processing*.

8017. *Oxidation Processes in Chemical Plants and Petroleum Refineries.*
In this survey 92 chemical plants and petroleum refineries report on oxidation processes using air, oxygen, and oxygen-enriched air. Available from *Chemical Processing*.

8018. *Centrifugal Process Pumps in Chemical Processing Plants.*
A survey of 146 chemical processing plants made by *Chemical Processing* reports on number and types of centrifugal process pumps used, operating conditions, estimated annual purchases, and industry projections of pumps in use and annual purchases.

8019. *Long-Term Trends in Volume of Production and Expenditures for New Plant and Equipment in the Chemical and Chemical Processing Industries 1947-1959. Projected to* 1965.
Charts and tables derived from Federal Reserve Board and U. S. Department of Commerce reports showing long-term trends in volume of production and expenditures for new plant and equipment are included in this report by *Chemical Processing*.

8020. *Survey of Trucks, Truck-Tractors, and Trailers Owned or Leased by Food Processing Companies.*
Food Processing conducted a survey of 120 food companies to determine the number of trucks, truck-tractors and trailers owned and leased, by body types, and estimated 1958 and 1959 purchases of equipment.

8021. *Survey of Metal-Working Facilities in Food Processing Plants.*
Some 152 food plants reported on the use of metal and machine shops for building, repairing and maintaining processing equipment, types of metal and shapes used, expenditures for metal, source of metal purchases, etc., for this survey published by *Food Processing*.

8022. *Survey of Refrigeration Equipment and Refrigerants in Food Plants.*
A study summarizing the reports of 133 food companies or plants on the types of refrigeration equipment used, types purchased in 1959 and anticipated purchases in 1960, types of refrigerants used, the source of supply for refrigerants and who buys them. Published by *Food Processing*.

8023. *Survey of Premium Program Among Readers of Food Business.*
Responses from 86 food companies yielded the data for this report on the use of premium plans, types of merchandise or services used as premiums, and purposes of premium programs. Available from *Food Processing*.

8024. *Survey of Metal Pipe and Tube in Manufacturing Plants and Utilities.*
About 240 manufacturing plants and 45 utilities report on types of metal and tube used, materials of construction, dimensions, and quantities purchased in this study published by *Plant and Power Services Engineer*.

8025. *Scope and Size of Ceramic Production in the United States.*
The Research Committee of the American Ceramic Society analyzed data from the 1956 Census of Manufactures for this statistical summary of the ceramic industry; its plants and products, employes, expenditures and inventories. Third reprinting; published by the *American Ceramic Society Bulletin*.

8027. *The Effects of Research and Development on Original Equipment Purchasing.*
This study reports on the influence which research-development departments wield on the writing of specifications for components and materials compared with that of design and engineering departments. Published by *Research Development*.

8028. *Media Data File* 1960—*For Advertisers to the Construction Industry.*
Construction Magazine presents results of its annual construction market survey in North Carolina, Virginia and West Virginia, including locations, types of construction and dollar volume of projects planned for this area.

8029. *Horsepower on the Inland Waterways. No.* 5.
This table analyzes the propulsive power used by commercial craft, categorized by number of horsepower generated. Published by the *Waterways Journal*.

8030. *Market and Media Data.*
Facts about wastewater treatment facilities, current activities and future prospects in the market, significant factors on wastewater collection and treatment facilities, and construction costs

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18 County Totals

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Available Market Data—Industrial

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breakdown are included in this brochure with circulation data on the *Journal of the Water Pollution Control Federation.*

8031. *The Market for Chemicals in the Paper and Pulp Industry.*
The market research panel of the *Paper Trade Journal* furnished the information for this report on the chemicals used in the various processes in paper and board making and coating.

8032. *"Over the Road" Motor Trucks in the Paper and Pulp Industry.*
This report gives detailed information about the number and types of trucks, tractors and trailers used, maintenance costs, brand preferences, anticipated purchases and sources of supply for this equipment. It is published by *Paper Trade Journal.*

8033. *Paper Machine and Pulp Drying Rolls in the Paper and Pulp Industry.*
Questionnaires returned by *Paper Trade Journal's* market research panel were analyzed for this survey of types, sizes and numbers of paper machine and pulp drying rolls used; operating conditions and characteristics, and factors important in selling rolls to this industry.

8034. *Statistical Table.*
This table, showing number of concerns owning mills, together with the number of paper and pulp mills in the United States and Canada, is compiled from *Lockwood's Directory.*

8035. *Growth Patterns.*
In this detailed explanation of the position in the paper industry of the converter of paper, film and foil, is a description of his operations and products with charts showing the growth trends through the years and estimates of 1960 sales and production volumes. Published by *Paper, Film and Foil Converter.*

8036. $12.5 *Billion Boom in* 1960.
A folder describing the construction market on state highways, local roads and streets, sewerage and waterworks, public buildings, military-waterways-airports, other public construction; industrial and commercial, utilities, and residential, farm and other private construction in Illinois, Indiana, Ohio, Kentucky and Eastern Missouri, is offered by *Construction Digest.*

8037. *Building Construction Illustrated Marketing and Research Panel Report No.* 1.
This report is based on panel members' opinions about the general outlook for the concrete and masonry market, building practices and preferences of contractors, architects' practices in specifying types of construction and materials; and experience with various systems. Published by *Building Construction Illustrated.*

8038. *Building Construction Illustrated Marketing and Research Panel Report No.* 2.
Panel members were asked for estimates of the general business outlook in the construction industry for this report, and for their opinions about various types of floor and roof systems and their use of them. Published by *Building Construction Illustrated.*

8039. *Building Construction Illustrated Marketing and Research Panel Report No.* 3.
This report deals with actual and estimated square foot costs in the construction industry, 1960 sales estimates and forecast of business indicators, and the influence of dealers' sales representatives on contractors, architects, and engineers. Published by *Building Construction Illustrated.*

8041. *AIA Media Data Form and Supplemental Statement.*
A breakdown of wire mills by type, data on the industry and the number of concerns producing each major product are included in this statement, along with information on *Wire and Wire Products.*

8042. *Your Key to Buying Power.*
A survey of the buying plans and habits of executives and supervisors in the fine ceramics and heavy clay products manufacturing industries is offered by *Ceramic Data Book.*

8043. *Clay—Magic Material of Man's Progress.*
This study of the heavy clay products industry gives data on the manufacturers of brick and structural tile, refractories, clay pipe and drain tile, lightweight clay aggregate and clay block, abrasives and other clay specialties; products, uses, potential for the '60s, and how the products are manufactured. Available from *Brick & Clay Record.*

8044. *Ceramics—Starfire of the Fabulous* 1960s.
In this report on the products made by the fine ceramics industry are found data on manufacturers of glass and glass products, porcelain enameled products, electronic ceramics and whiteware—their uses, potential for the '60s and how they are manufactured. Published by *Ceramic Industry.*

8045. *Computers.*
This report on the computer segment of the electronics industry outlines the growth in usage of all types of major computers, and indicates future trends. Published by *Product Engineering.*

8046. *Electronics Industry Data.*
This report outlines the trends in military, industrial and entertainment electronics equipment usage, showing factory sales and major manufacturers. Available from *Product Engineering.*

8047. *Materials Handling Industry Study.*
Information on the development of the materials handling market, with estimated sales volume and design trends, are included in this study offered by *Product Engineering.*

8048. *Oil Field Equipment Industry Data.*
A review of sales volume for 1958, with predictions for market growth during the coming years, information on drilling operations and prospects, and a discussion of economic and equipment trends in the oil field equipment industry make up this report from *Product Engineering.*

8049. *Packaging Machinery Industry Data.*
Recent developments in the packaging industry and prospects for future demand for packaging equipment are discussed in this report by *Product Engineering.*

8050. *The Weapons Industry.*
A summary of information about the government's spending for weapons, broken down by branch of the service and type of weapon, is given in this report. It also includes data on contract policies and procedures. Published by *Product Engineering.*

8051. *Adhesives.*
The rapidly expanding market for adhesives is the subject of this study conducted by *Product Engineering.*

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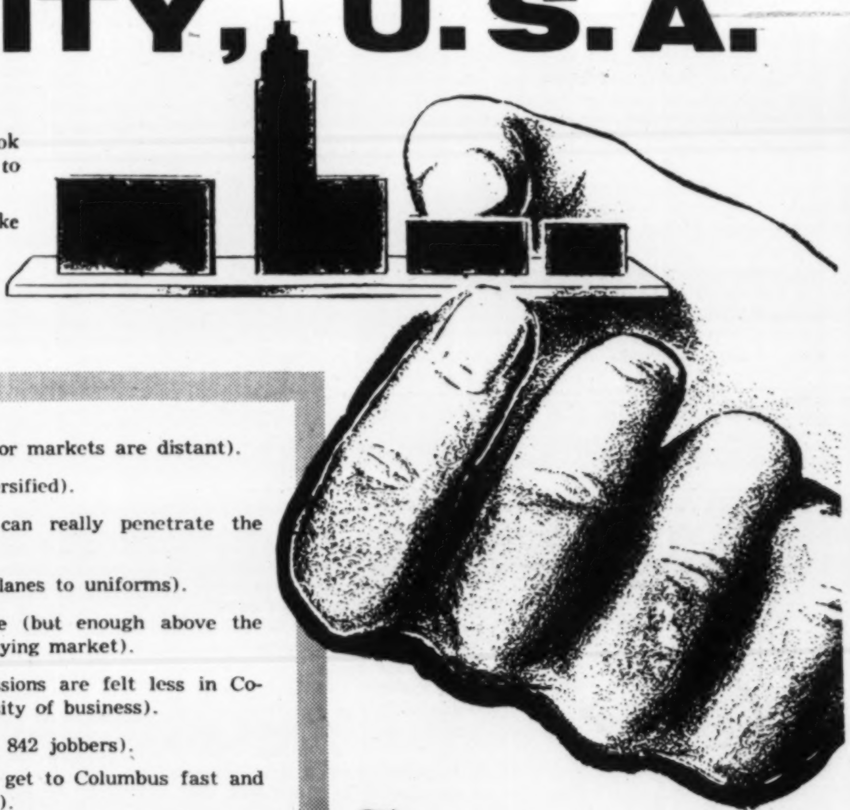

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3. Good, co-operative media (you can really penetrate the market)
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8052. *Alloy Steel.*
The status and prospects for the alloy steel market are offered in this report, along with sales statistics for alloy steel producers. Available from *Product Engineering.*

8053. *Compressors.*
This study contains material on the market for compressors. It deals with freezers, refrigerators and air conditioners and their effect on the compressor business. From *Product Engineering.*

8054. *Fasteners.*
Factors affecting the fastener market are discussed in this report along with the outlook for future development and sales. Available from *Product Engineering.*

8055. *Honeycomb Construction.*
This market study of the rapid growth in the use of honeycomb materials includes data on areas of future growth. Published by *Product Engineering.*

8057. *Facts About the Nation's Knitting Industry.*
The Knitter offers this brochure listing machinery and equipment used; the administrative and executive structure in knitting mills; tabulation by states of knitgoods manufacture and equipment; hosiery, outerwear and underwear production.

8058. *Southern Spinning and Weaving Industry.*
Lists of machinery and equipment used, functions of officials and department heads, tabulation by states of spinweave mills and their equipment, shipments of rayon and acetate yarn by territory are given in this brochure prepared by *Textile Bulletin.*

8059. *Annual Market & Statistical Review of the Appliance and Fabricated Metal Products Manufacturing Field.*
A review covering the years 1954 through 1959, and containing tables showing factory shipments and/or sales of appliances and other fabricated metal products, has been prepared by *Metal Products Manufacturing.*

8060. *Motorized Vehicles on the American Railroads.*
This study categorizes by types and uses the motorized automotive vehicles used by the different departments of the railroads, and indicates the extent of the potential railroad market for motorized vehicles. Published by *Modern Railroads.*

8061. *Men and Markets in the Petroleum Industry.*
This illustrated 32-page folder explains the structure of the petroleum industry and gives market information on drilling-production, refining and petrochemical, exploration and pipeline, along with explanations of terms and equipment. Published by the *Oil & Gas Journal.*

8062. *The Shift in Buying Emphasis.*
A brochure describing the increasingly important role of the airlines in the selection of components for the planes they buy—both for original equipment and replacement parts, has been prepared by *Airlift.*

8063. *This Is the Municipal Market.*
This 12-page folder relates population growth statistics to the expansion of cities, towns and villages, discusses products purchased by municipalities, and explains municipal purchasing procedures and bidding processes. From *The American City.*

8064. *A Sound Approach to the Railroad Market.*
A report giving data on total trackage and equipment, Class I and II Railroads; a brief summary of railroad financial data; a comparison of the 50 leading systems covering trackage and equipment, new railway operating income, purchases for fuel, materials and supplies, operating expenditures and investment in machinery and tools is available from the *Pocket List of Railroad Officials.*

8065. *Glass Study.*
This study to determine the marketing and distribution patterns and quantities of glass sold through building material dealers was made by *Building Supply News.*

8066. *BBMR 2nd Quarter Marketing & Research Building Material Dealer Panel Report.*
Part I of this report deals with business statistics of dealer operations on building material distribution, and Part II outlines the characteristics of distribution and sale of hardware items by lumber and building material dealers for the 2nd quarter of 1959. Published by *Building Supply News.*

8067. *BBMR 3rd Quarter Marketing & Research Building Material Dealer Panel Report.*
This two-part report deals with: (1) vital business statistics on dealer operations on building material distribution; and (2) characteristics of distribution and sale of hardware items by lumber and building material dealers for the 3rd quarter of 1959. Published by *Building Supply News.*

8068. *A Revolution in Retailing.*
A reprint from *Building Supply News* contains information on the products and services supplied by lumber and building supply dealers, and inventories, turnover and sales volume in the various categories.

8069. *Vapor Barriers Study.*
This study by *Building Supply News* describes the distribution patterns of plastic film sold by building material distributors and sash and door jobbers.

8070. *Kitchen Products Study.*
This study of kitchen products sold by building material distributors and sash and door jobbers lists types of products sold and sales volumes. Published by *Building Supply News.*

8071. *Material Handling and Equipment Study.*
This study was conducted by *Building Supply News* to determine the size and characteristics of the market among its dealer subscribers for trucks, tractors and forklifts, and to examine practices and materials currently used in strapping and wrapping.

8072. *Ready-Mix Market Study.*
Building Supply News surveyed its dealer subscribers to determine the percentage and number of dealers who operate subsidiary ready-mix operations and the basic market and marketing characteristics of the dealers who have ready-mix operations.

8073. *Ready-Mix Pays Off.*
A reprint on ready-mix operations of lumber and building material dealers from *Building Supply News,* describes growth and profit opportunities for 1960.

8074. *A Revolution in Retailing, 3rd Edition.*
A reprint dealing with the lumber and building material dealer's role in land development, model homes, pre-cutting, and remodeling, with statistics on the dealer's influence in selling to builders. Published by *Building Supply News.*

Use the Coupons in Requesting Data

8075. 1960 *CPI Sales Curve.*
Figures based on a recent survey by McGraw-Hill's department of economics show the predicted increase in sales over the 1959 figure for the chemical process industry. Available from *Chemical Engineering.*

8076. *Book of Chemical Specialists.*
This report shows how *Chemical & Engineering News'* circulation covers a sampling from six ABC categories: company officials, works executives, foremen and supervisors, engineers, research directors and chemists.

8077. *Recognition Study for Manufacturers of Heat Exchangers and Vibrating Screens.*
Subscribers to *Chemical Engineering* were asked to list the companies they consider to be the leading manufacturers of heat exchangers and vibrating screens, as well as the title and function of the respondents.

8078. *Process Pressure and Glass Lined Vessels Recognition Study,* 1959.
Subscribers to *Chemical Engineering* were surveyed to determine their recognition of manufacturers of process pressure and glass-lined reaction vessels, and their first choice if purchasing.

8079. *Valve Recognition and Market Study,* 1959.
Chemical Engineering conducted this study to determine the recognition of valve manufacturers and the types of valves used in the chemical process industries. It also shows the buying influence of the respondents.

8080. *The Engineer's Role in Handling Chemical Process Industry Materials.*
The volume and cost of materials handling operations in chemical process plants is given in this brochure, as well as the engineer's role in materials handling. Published by *Chemical Engineering.*

8081. *Facts About Chemical Engineering.*
This brochure contains statistics on the chemical process industries and detailed circulation information on *Chemical Engineering's* coverage of this market.

8082. *Distribution of Chemical Process Industries Plants and Employes.*
A color map giving the geographical distribution, state, metropolitan and industry breakdowns of plants and employes in the chemical process industries is based on the 1959 McGraw-Hill Census of Plants and Employes. Published by *Chemical Engineering.*

8083. *Chemical Process Industries' 1959 Census of Plants and Employes.*
A 136-page brochure giving detailed data on distribution of plants and employes in the CPI by four-digit SIC codes, with data broken down by industries into state and metropolitan area groupings, is based on the 1959 McGraw-Hill Census of Manufacturers. Published by *Chemical Engineering.*

8084. *The Chemical Process Industry Market for Skids and Pallets.*
This booklet provides basic information on the CPI market for skids and pallets, including annual expenditures for these materials-handling essentials. Available from *Chemical Engineering.*

8085. *The Market for Mechanical Rubber Goods in the Chemical Process Industries.*
A report from *Chemical Engineering* highlights market facts about CPI rubber consumption, general classifications of mechanical rubber goods, and products made from rubber.

8086. *Chemical Process Industry Expenditures for Chemicals, Raw Materials, Energy and Contract Work.*
A study of CPI expenditures for the products and services listed in the title of this booklet for the 1947-1962 period, broken down by segments of the industries, is available from *Chemical Engineering.*

8087. *Value of Output of the Chemical Process Industries,* 1947-1959.
A table showing the dollar value of the different products in the chemical process industries for the years 1947-1959 has been prepared by *Chemical Engineering.*

8088. *Fork Lift Truck Applications in the Chemical Process Industries.*
Industrial subscribers of *Chemical Week* were surveyed for this report on the type, number, size and uses served by fork lift trucks in the chemical process industries. Published by *Chemical Engineering.*

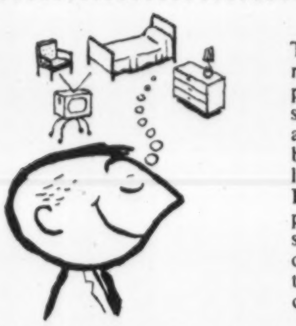
8089. *Capital Spending in the Chemical Process Industries for New Plants and Equipment,* 1953-1959.
Expenditures for new plants and equipment for 1953-1958 and planned spending for 1959 are broken down by industry groups in this report offered by *Chemical Engineering.*

8090. *The Market for Lubricants in the Chemical Process Industries.*
This report on lubrication in the chemical process industries includes data on the market for synthetic lubricants, the handling, storage and dispensing of lubricants, and statistics of industrial lubricants consumption. Published by *Chemical Engineering.*

8091. *The Market for Chemicals in the Petroleum Industry.*
A detailed analysis of the fast-growing petroleum industry's use of chemicals in its diverse operations includes figures up to 1959. Available from *Chemical Engineering.*

8092. *Blueprint for Selling.*
A presentation prepared by *Chemical Engineering* for manufacturers shows how large the market is and where to find it, and gives information designed to assist them in selling to it.

8093. *The Use of Data-Processing*



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Equipment in the Chemical Process Industries.

The results of *Chemical Engineering's* CPI computer census are tabulated in this data sheet which details the market for this equipment in the chemical process industries.

8094. *Where Site-Talk Sells Construction Men.*

This illustrated file folder contains figures on the construction industry and its prospects, as well as information on *Contractors & Engineers* coverage of this market.

8095. *Road Machinery Market Study No. 2.*

A report on government highway spending illustrates the potential market for road machinery to 1962 and gives details on the increased competition in this market. Published by *Product Engineering.*

8096. *Blueprint:* 1960.

Data included in this brochure show expenditure figures for new plants and equipment, type of equipment installed and where, production volume and sales; with expenditures, market growth and sales anticipated for 1960 in the paperboard container industry. Available from *Boxboard Containers.*

8097. *Economic Profile of the Paperboard Container Industry—Corrugated Boxes.*

This report on the corrugated box industry gives a geographic breakdown of the market, indicating percentage of the market held, ~~inter-~~relationships and a summary of market potential, as well as production volume, costs, end uses, sales and number of plants. Published by *Boxboard Containers.*

8098. *Economic Profile of the Paperboard Container Industry—Folding Cartons.*

A tabulated report on the production facilities and capacity of the folding carton industry shows a geographic breakdown by press type, percentage of total U. S. printing capacity, percentage of press type capacity, carton sales and end uses. Available from *Boxboard Containers.*

8099. *Wood and Wood Products Market Fact Folder.*

Data from the U. S. Census of Manufactures are tabulated in this folder to indicate the various market components, concentration of buying power, geographical distribution of establishments and output, in the wood and wood products industry. Published by *Wood & Wood Products.*

8100. *Automatic Machining Market Data.*

In this market data folder, *Automatic Machining* has included summaries of surveys made in connection with machine tools, materials, coolants, tools and accessories.

8101. *Major Construction Machinery in Use by Contractors and Public Highway Departments.*

Equipment lists reported by 160 contractors were analyzed for this report which shows equipment ownership among construction contractors, and state, county and municipal highway departments. Prepared by *Contractors & Engineers.*

8102. *Equipment Ownership Reported by Construction Companies Whose Personnel Receive Contractors and Engineers.*

A table showing the market distribution of 25 major types of equipment, by size of company, is available from *Contractors & Engineers.*

8103. *Warning Lights, Torches and Barricades; Contractors' Responsibility.*

Contractors' responsibility for providing safety devices including warning lights, torches and barricades on state highway jobs is presented in this report in a state-by-state tabulation published by *Contractors & Engineers.*

8104. *Road Contracts to Rise in '60.*

Contractors & Engineers surveyed 51 state highway departments to determine the highway construction outlook for 1960, and the states which expect increases and decreases in highway building programs, reported in a booklet.

8105. *Government Forecast: Near-Record Spending for Roads in* 1960.

This data sheet gives Bureau of Public Roads estimates of 1960 government spending for highways, roads and street construction. Available from *Contractors & Engineers.*

8106. *The Year Ahead:* 1960 *Construction Volume.*

Estimates from the Bureau of the Census and Business and Defense Services Administration are the source of data for this sheet showing expected volume for 1960. Published by *Contractors & Engineers.*

8107. *Small Contracts Broaden Roadbuilding Market Base.*

The distribution of federal-aid road contracts by size of contract is given in this sheet prepared by *Contractors & Engineers.*

8108. *Mechanical Rubber Goods: Large Contractors' Purchasing Practices.*

This research report from *Contractors & Engineers* demonstrates to what extent brand name is a purchasing decision factor, and the type of outlet from which contractors purchase rubber hose, conveyor belting, brake lining, and v-belts.

8109. *Who Receives Contractors and Engineers in 12 Leading Highway and Other Heavy Construction Firms.*

An analysis of *Contractors & Engineers'* selective penetration of large construction firms by title of recipient is presented in this report.

8110. *Purchasing Influences in the Control Market.*

A study which breaks down purchasing influences in the control market by titles and by industry, and shows who is responsible for the purchase of components, instruments and systems, is available from *Automatic Control.*

8111. *The Fluid Milk Industry—A Big Market for Trucks.*

This report estimates the number

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This great seaborne health center will carry a new kind of aid abroad—*with your help.* Part of the people-to-people project Hope, it will enlist 200 specialists in sharing our health skills.

Ambassador with a blackboard, the Hope specialist will help the often woefully few local medical technicians train helpers. The result: many more hands. And that means one Hope dollar is multiplied many times over.

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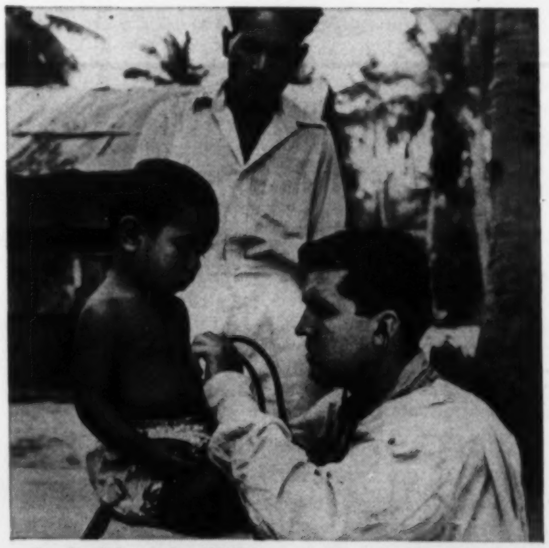

One local doctor for 100,000 people. These are the odds Hope may face. Yet Hope can mean so much. The health of this child. The health of five Indonesians. *Trained* hands and only a dollar's worth of penicillin can cure them of crippling yaws.

If enough of us help, the S.S. Hope will be outbound in 1960. First port of call: Indonesia. A bold health project called Hope will be underway.

The need is crucial. Many places, too many health hazards exist. Too many people robbed of the will to live. Too few hands to help. Often, a doctor for 100,000.

Hope's approach is *practical.* Help where a nation's doctors ask help. Help them help themselves to health. By training, upgrade skills—multiply hands. Hope's doctors, dentists, nurses, and technicians will man a center complete to 300-bed mobile unit and portable TV.

You can not only make every dollar do the work of many, you can earn a priceless dividend. With health comes self-respect. People at peace with themselves are less likely to war with others.

Hope is *yours* to give. It's a people-to-people project. For one year's worth, 3½ million Americans must give a dollar. Don't wait to be asked. Mail a dollar or more now to HOPE, Box 9808, Washington 15, D.C.

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of trucks used in the fluid milk industry for retail and wholesale hauling of finished raw milk, and number of fleets by size. Published by the *Milk Dealer*.

8112. *Forum Building Forecast: 1960.*
This report forecasts dollar valuation of 1960 construction activity by private and public spending and types of buildings; commercial, industrial, institutional, residential, farm and heavy construction, and compares 1958 and 1959 increases or decreases. Published by *Architectural Forum*.

8113. *Plumbing Products and Equipment Survey.*
A study made among architects, engineers, contractors, building owners and managers on trade practices and customer requirements and opinions on the planning, selection, specification and purchase of plumbing products and equipment for non-residential buildings is summarized in a booklet published by *Architectural Forum*.

8114. *Building Market Facts.*
This 16-page folder of fact sheets on the building market includes: new construction expenditures 1920-60; nonresidential construction by building-type; building permit data; maintenance and repair expenditures. Published by *Architectural Forum*.

8115. *A Survey on Acoustical Materials.*
A study made among architects, engineers, contractors and building owners and managers on trade practices and customers requirements and opinions on the planning, selection, specification and purchase of acoustical materials for nonresidential buildings is reported in a booklet issued by *Architectural Forum*.

8116. *Portrait of the Building Client.*
A study of 2,000 building clients —individuals carrying building decisions for their companies, government agencies, scholastic or medical institutions, schools or churches—is reported in this booklet which analyzes their responsibilities, purchases of 16 building products, and future plans for new buildings or remodeling projects. From *Architectural Forum*.

8117. *One Medium—One Market.*
A chart issued by *Mining & Quarrying* shows the divisions of the mining industry and includes the publication's coverage of these divisions.

8118. *Four Corners Area Oil and Gas Industry.*
This issue of the *Rocky Mountain Oil Reporter* gives maps, production figures and trends in the oil and gas industry in this area.

8119. *School Bus Trends Data Sheet #401.*
A data sheet showing the number of school buses in service in the U. S. and Canada in 1959, by type of ownership, is offered by *School Bus Trends*.

8120. *Special Report on School Bus Statistics.*
Statistics on school bus producduction, miles traveled by school buses, schools using school buses, number of school buses used, school children carried daily, annual cost of school bus service and number of school buses registered in the U. S. are offered in this report by Hitchcock Publishing Co.

8121. *A Census of the Bus Industry.*
This table gives the results of a census of the bus industry, classifying buses by make, type of service and type of power. Published by Hitchcock Publishing Co.

8122. *Public Passenger Transportation.*
Data on the size of the public passenger transportation industry and the number and types of buses which serve it are presented in this folder by Hitchcock Publishing Co.

8123. *Facts You Should Know About the* $400,000,000 *School Bus Market.*
The growth of the school bus market, 1946-1958, in the U. S. and Canada is described in this data sheet prepared by Hitchcock Publishing Co.

8124. *The Cutting Tool Market.*
This data sheet shows who purchases carbide tools, dies, wear parts and diamond wheels; how much is spent for carbides and for diamonds and powders. Usage of carbide and ceramic cutting tools also is covered. From Hitchcock Publishing Co.

8125. *Grinding and Finishing Data Sheet* #308.
A report on grinding wheel sales, listing the 10 states which account for 76% of all grinding wheels sales and the seven states which account for an additional 12% is offered by *Grinding & Finishing*.

8126. *Grinding and Finishing Data Sheet* #307.
This data sheet presents a report on barrel finishing operations among readers of *Grinding & Finishing* in Illinois and Iowa.

8127. *Grinding and Finishing Data Sheet* # 306.
The results of a study on coolants, showing types of coolants used, quantities used, brands used and titles of persons who specify brands to be purchased are presented in this data sheet by *Grinding & Finishing*.

8128. *Abrasive Market.*
A fact sheet giving statistics on the sale of abrasives and grinding wheel purchases is available from Hitchcock Publishing Co.

8129. *The* 120 *Billion Dollar Metalworking Market.*
A description of the metalworking market is included in this data sheet, along with *Machine & Tool Blue Book's* coverage of this market.

8130. *Metalworking Data Sheet* #320.
A brand recognition study on gauges used in metalworking is offered in this data sheet by *Machine & Tool Blue Book*.

8131. *Chucks Data Sheet* #319.
This data sheet from *Machine & Tool Blue Book* summarizes a brand recognition study on lathe chucks and drill chucks used in metalworking.

8132. *Taps Data Sheet* #312.
Findings from a brand recognition study of taps are presented in this data sheet from *Machine & Tool Blue Book*.

8133. *Tool Steel Data Sheet* #318.
A brand recognition study on tool steel and flat ground stock is available in this data sheet from *Machine & Tool Blue Book*.

8134. *Tooth Milling Cutters Data Sheet* #317.
This data sheet presents a brand recognition study on inserted tooth milling cutters. From *Machine & Tool Blue Book*.

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8135. *Equipment Ownership Among Highway, Heavy Building, and Other Heavy Construction Companies.*
This is a check list of equipment studies available from the research department of *Contractors & Engineers*.

8136. *Brass and Aluminum Products.*
A brand recognition study on brass and aluminum products is offered in this data sheet from *Machine & Tool Blue Book*.

8137. *Cutting Tools.*
This is a brand recognition study on cutting tools conducted by *Machine & Tool Blue Book*.

8138. *Rivets.*
A brand recognition study on rivets is summarized in this data sheet from *Machine & Tool Blue Book*.

8139. *Grinding Wheels.*
A brand recognition study on grinding wheels has been prepared by *Machine & Tool Blue Book*.

8140. *Stainless Steel.*
A brand recognition study on stainless steel is available in this data sheet from *Machine & Tool Blue Book*.

8141. *Hot Plastic Coatings.*
An analysis of the use of hot plastic coatings to protect tools and dies is presented in this data sheet from *Machine & Tool Blue Book*.

8142. *Plant Maintenance Purchases.*
A data sheet containing results of a study of 362 plants identifying the participants in buying plant equipment is available from *Plant Maintenance & Engineering*.

8143. *Assembly and Fastener Market.*
This data sheet on the assembly and fastener segment of the industrial market, including expenditures by American industries, has been prepared by *Assembly & Fastener Engineering*.

8144. *A&FE Data Sheet* #201.
A report on the use of cold heading machines, combination cold heading and threading machines, thread rolling machines and screw slotting machines is offered in this data sheet by *Assembly & Fastener Engineering*.

8145. *Aircraft Industry Data*
A data sheet shows the aircraft industry circulation of *Assembly & Fastener Engineering*, by state, by job title and by SIC classification.

8146. *Data on Fasteners.*
This sheet shows the number of manufacturing companies now using each of eight methods of fastening and contemplated expansion for each method. Prepared by *Assembly & Fastener Engineering*.

8147. *Fastener Expenditures.*
This brochure gives figures on the importance of assembly and fastening operations and statistics on American industry expenditures for fasteners. Published by *Assembly & Fastener Engineering*.

8148. *Diesel Engine Market.*
A brochure containing statistics showing the market potential for diesel and natural gas engines in 1960 is offered by *Diesel Progress*.

8149. *Die-Handling Data.*
A study of die-handling methods and practices is offered in this data sheet by *Machine & Tool Blue Book*.

8150. *Steel Consumption.*
This four-page folder reports on shipments of steel, alloy steel and stainless steel with data grouped by market classification. From *Automotive Industries*.

8151. *Auto Production.*
Covering cars, trucks, busses, tractors, construction equipment and internal combustion engines, this report contains data on production totals grouped by units and value of shipments. Published by *Automotive Industries*.

8152. *How to Reach* 72,000 *Plant Maintenance & Operating Buyers.*
Data in this folder on the plant maintenance and operating market feature a breakdown of 23 industries by SIC classifications, geographical distribution, dollar volume, buying habits and market trends. Available from *Industrial Maintenance and Plant Operation*.

8153. *How to Reach* 10,000 *Industrial Distributor Establishments.*
Data sheets in this folder on the industrial distributor market include the total number of establishments, geographical breakdown and products sold. Offered by *Industrial Distributor News*.

8154. *Gas Distribution.*
This brochure defines the three operations in the gas industry and gives 1960 projected expenditures by types of equipment. Published by the *American Gas Journal*.

8155. *How to Sell Tractors and Attachments to Gas Distribution Companies.*
This outline of projected expenditures in gas distribution compares construction by gas companies with that by contractors; types of equipment used for various construction jobs; numbers of companies and their meters, and purchasing factors for gas companies, has been prepared by the *American Gas Journal*.

8156. *Lubrication Market.*
Circulation data in this folder include a breakdown by states, industries and occupations for *Lubrication Engineering*.

8157. *Survey of Purchasing—Solidifying Fluids Used for Electrical and Electronic Insulation.*
This survey covers insulation materials applied in fluid form and subsequently converted into solid, film or foam form; their usage, improvements, processing equipment, applications, formulation, evaluation methods and purchasing data. Available from *Insulation*.

8158. *Survey of Industrial Users of Plastics.*
This survey was conducted by *Plastics World* to determine the extent to which industrial users of plastics specify or influence the specification of plastics materials and equipment, and other data on the plastics market.

8159. 1960 *Market Analysis of the Graphic Arts Industry.*
This folder gives the total number of plants in the graphic arts industry on a state-by-state basis with subclassifications to provide data on the production equipment in operation. Published by *Graphic Arts Monthly*.

8160. *Numerical Tape and Card Controls and the Automation Market.*
This data sheet summarizes marketing information on the use of numerical tape and card controls in the automation market. Available from *Automation*.

8161. *Pneumatic Power and Control and the Automation Market.*
Marketing information on the 18 devices commonly needed in development of modern systems is presented in this data sheet by *Automation*.

8162. *Electric and Electronic Controls and the Automation Market.*
Information on where and how electric and electronic controls are being used in automatic manufacturing operations has been compiled in this data sheet by *Automation*.

8163. *Lubricants and the Automation Market.*
The trend toward automation in the lubricants market is described in this data sheet prepared by *Automation*.

8164. *Lubricating Systems and the*

Automation Market.
How and where lubrication systems are being used in automation is described in this data sheet offered by *Automation.*

8165. *Packaging Equipment and the Automation Market.*
Market information on automation in the packaging market is presented in this data sheet by *Automation.*

8166. *Special Production Machinery and the Automation Market.*
The use of special production machinery in the automation market is the subject for this data sheet offered by *Automation.*

8167. *Process Instruments and Controls in the Automation Market.*
Information on how process instruments are used in automatic manufacturing operations is available in this data sheet from *Automation.*

8168. *Electric Motors and the Automation Market.*
A data sheet giving marketing data on where and how motors are being used in automation is offered by *Automation.*

8169. *Data Processing Equipment and the Automation Market.*
Market information on the use of data processing equipment in automatic manufacturing is presented in this data sheet by *Automation.*

8170. *Automation in the Electrical Machinery Industry.*
This report based on interviews conducted by *Automation* shows the present use of automatic equipment, future plans, dollar amount to be spent, buying influences and reasons for automating operations.

8171. *What's Ahead in* 1960 *for Automation.*
A forecast of industry's spending for automatic equipment and controls in the '60s is offered by *Automation.*

8172. *Automation Survey Report & Forecast.*
17,000 industrial plants were surveyed for expenditures and market trends in automation for this report by *Automation.*

8173. *Lubricants & Lubrication Systems.*
This study is based on a survey of 2,925 plants, and reports on areas of influence, preference of lubricant usage of single-purpose, multi-purpose and special purpose lubes by plant size and industry. Published by *Automation.*

8174. *Summary of Ceramic Industry Sales.*
A breakdown by SIC classification of ceramic industry sales for 1959, with projections for 1960 is presented in this report by *Ceramic Age.*

8175. *Facts About the Oil and Gas Pipe Line Industry.*
Pipe Line Industry's annual market data brochure gives a 1960 industry forecast, capital expenditure data, proposed construction and industry trends in the oil and gas pipe line industry.

8176. *Facts About the Oil, Gas and Petrochemical Processing Industry.*
This brochure from *Petroleum Refiner* contains figures on capital expenditures, buying influence index, flow chart of refining processing industry, a list of end products, equipment usage data and purchasing patterns.

8177. 1960 *Facts About the Oil Drilling Producing Industry.*
World Oil offers this brochure on the oil exploration-drilling-production industry, containing market outlook, figures on wells drilled, footage, equipment used, and information on key buying power men.

8178. *Engineering and Construction in the Chemical Process Industries.*
This report by *Chemical Week* shows the growth of the chemical process industries, planned expenditures to 1962, current policies in using consultants and contractors in expansion and modernization, and buying influences.

8179. *Chemical Manufacturers Survey.*
An industry-wide survey was conducted to determine buying influence and magazine preference in the process industries. Results are presented in this report by *Chemical Week.*

8180. *The* 1959 *McGraw-Hill Census of Chemical Process Plants.*
This census of chemical process plants provides detailed data on industry branches, primary and secondary producers and size of plants by geographic regions, states and major industrial areas. From *Chemical Week.*

8181. *Your Market Is a Management Man.*
A brochure by *Chemical Week* offers information on the relative importance of management men in purchasing equipment, materials and supplies, vs. staff engineers, chemists and technical personnel.

Available Market Data—Industrial

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8182. *When You Sell Equipment.*
Two surveys by *Chemical Week* furnished the data for this presentation on the relative degree of buying power by products and levels of responsibility and the relative importance of buying influences, for the chemical process industries.

8183. *Plant Site Selection in the Chemical Process Industries.*
A booklet based on a special survey by *Chemical Week* shows location of chemical process plants, shifts in the geographical pattern, plans for the future, frequency of new construction and relative importance of buying influences in the chemical process industries.

8184. *The Market for Ethyl Alcohol and Ethyl Chloride.*
A report on the market for ethyl alcohol and ethyl chloride deals with production measures, domestic capacities, output statistics and end-use patterns, with projections for the future for both. From *Chemical Week.*

8185. *Major Role of Salt in the Chemical Process Industries.*
This report from *Chemical Week* lists consumption statistics by

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Available Market Data—Industrial

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classes of consuming industries, and types of salt sold. It also discusses widening markets, plant site locations and new sites producing salt.

8186. *Capital Spending in the Chemical Process Industries.*
Statistics by major segments of the chemical process field show capital spending for new plants and equipment from 1958 through projected plans for 1962. Published by *Chemical Week.*

8187. 101 *Equipment Manufacturers Survey.*
Salesmen representing 101 manufacturers of machinery and supplies sold to the chemical process industries were surveyed to determine the number, kind and relative importance of buying influences, and selling techniques. From *Chemical Week.*

8189. *The Markets for Textile Bags in the Chemical Process Industries.*
This data sheet from *Chemical Week* shows annual distribution, market statistics and a list of chemical process products that can be packed in textile bags.

8190. *Fibre Drums in the Chemical Process Industries.*
A report giving information on over-all industry output of fibre drums with end-use patterns, applications by products and major trends in usage is available from *Chemical Week.*

8191. *The Chemical Process Industries—A Major Market for Cans.*
This 15-page report provides data and market outlooks by industry branches for metal cans used in the chemical process field. Published by *Chemical Week.*

8192. *Multiwall Bags in the Chemical Process Industries.*
End-use patterns and chemical products currently being packaged on multi-wall bags are the subjects of this report from *Chemical Week.*

8193. *Plastic Pipe.*
This report provides market information on all types of plastics used in pipe in chemical process plants, by type, limitations, applications and markets, including factors in plastic pipe selection, comparison of cost and projections of future markets. From *Chemical Week.*

8194. *Coatings: How to Sell an over $700-Million Market.*
A study of protective coatings gives sales, cost of raw materials by types of coatings used, trends and outlooks for the raw materials market. Prepared by *Chemical Week.*

8195. *Organic Protective Linings.*
A study by *Chemical Week* of the uses, applications, materials used and technical specifications for organic protective linings also gives survey results on expenditures for these materials in the chemical process industries.

8196. *Chemical Specialties—A Multi-Billion Dollar Market.*
A report outlining the chemical specialties market for the manufacturer of equipment, raw materials and packaging supplies gives potentials for specific branches of the industry and sales in the forthcoming years. From *Chemical Week.*

8261. *Metals Facts.*
Data sheets in this file describe the metals market and the *Journal of Metals'* coverage of this market.

8262. *Packaging Market.*
A file containing a definition of the packaging market, how and what it buys, is offered by *Modern Packaging.*

8263. *Plastics Market.*
Information on the plastic market, what it is and what it buys, is combined in this file issued by *Modern Plastics.*

8264. *SIC Classification Totals in Forest Industries.*
This report analyzes the circulation of *The Lumberman* within the forest industries and relates this to four SIC classifications, giving national production figures for lumber, plywood, particleboard and hardboard.

8265. *Electric Motors Used in Basic Forest Industries.*
This survey of the replacement market for electric motors in sawmills, plywood plants, particle and hardboard plants is published by *The Lumberman.*

8266. *Capital Expenditures in Forest Industries,* 1960.
Estimated capital expenditures for the forest industries for 1960 are based on a survey among large, medium and small sawmills, and include estimates for plywood, particleboard mills and logging. From *The Lumberman.*

8267. *Major Missile-Spacecraft-Aircraft Contractors.*
Major contractors and their current projects in the Aerospace industry are listed in this table from *Space/Aeronautics.*

8268. *Electrical/Electronics.*
An industry-by-industry analysis by plants of the dollar value of materials consumed, number of kilowatt hours used, number of employes, average number of engineers, products purchased by each of the specific markets for electrical/electronics products is offered by *Electrical Equipment.*

8269. *Electrical Contractors.*
This marketing map shows the location of more than 21,000 employing electrical contractors and over 2,314 verified electrical wholesalers. Available from *Contractors' Electrical Equipment.*

8270. *Electronic Equipment Market.*
Data on *Electronic Equipment Engineering* is combined in this folder with data on the size and growth of the electronic equipment market.

8271. *Survey of Electronic Original Equipment Manufacturers.*
Detailed statistics on how the electronic original equipment market buys and uses various electronic components, wire and cable, motors, basic materials and instruments are presented in this brochure by *Electronic Equipment Engineering.*

8272. *Electronic Original Equipment.*
A brief description of the electronic original equipment market and its geographical distribution, with data on types of products purchased is provided in this folder by *Electronic Equipment Engineering.*

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8273. *Electrical Contracting Market.*
The growth of the electrical contractor market is shown in this folder offered by *Contractors' Electrical Equipment.*

8274. *Aviation Market.*
Information based on market and production statistics is featured in this newsletter dealing with space technology, avionics, missiles and commercial aviation. From *Aviation Week.*

8275. *Ground Support Equipment Market.*
A summary of the present status and potential market for ground support equipment is included in this report, including reprints of *Aviation Week* articles giving details of particular weapon systems.

8276. *Selected Reprints of Space Technology Coverage.*
Articles covering a wide range of hardware and problems associated with the new aerospace industry market make up this report from *Aviation Week.*

8277. *Commercial Industries Sound.*
Information about the commercial/industrial sound industry is offered in this booklet, with data on *Sound Merchandising's* coverage of the market.

8278. 2300 *Industrial Plant Projects a Year.*
This report on the industrial plants being specified, engineered and constructed now in the South-Southwest includes new plants and expansions. From *Southern Power & Industry.*

8279. *Marketing Data on Lithographic Industry.*
A state-by-state breakdown of lithographic plants indicates the equipment operated and the quantity of expendable items used. From *National Lithographer.*

8280. *Lithographic Plates.*
A tabulated report on the types and sizes of plates used by the lithographic industry is published by *National Lithographer.*

8281. *Industrial Equipment File.*
This data file from *Industrial Equipment News* describes the market for industrial equipment and coverage by this publication.

8282. *Control Enters a New Decade.*
Reprinted from *Control Engineering,* this article predicts future trends in the application of automatic control systems.

8283. *Control Systems Engineering Product Interest-Buying Influence.*
A brochure defining the control systems engineer product use and buying influence in 29 categories is published by *Control Engineering.*

8284. *Control Components and Accessories Survey.*
A study covering the applications in original design and replacement of control components and accessories, with expectations for increased or decreased use; also data as to type, size and temperature characteristics are available from *Control Engineering.*

8285. *How Printing Papers Are Specified and Bought.*
A study of buying habits and influences in small, medium and large printing plants as they apply to book papers, covers, indexes, bristols, bonds and ledgers is offered by *Printer & Lithographer.*

8286. *How Printers Will Spend $147,689,000 for Equipment.*
Buying plans for approximately 10,000 printing plants of 21 kinds of composing, printing, binding and platemaking equipment, by size of plant, are presented in this report by *Printer & Lithographer.*

8287. *Basic Metals Markets.*
Plants using 19 basic metals were surveyed to determine buying influences, sources of information, plants anticipating a quantity change in use, and factors influencing the selection of basic metals suppliers. Published by *Steel.*

8288. *Metalworking's Capital Equipment Outlays.*
A data sheet describing the amounts to be spent, with relative percentage changes by major individual industries within metalworking, has been prepared by *Steel.*

8289. *Metalworking Facts.*
More than 400 charts and series in this brochure give data on production, prices, earnings, labor, materials consumption, shipments and other aspects of the metalworking market. From *Steel.*

8290. *Financial Analysis of the Steel Industry.*
All available financial data on the steel industry is presented in this annual report, including rated ingot capacity of companies, ingot production and steel operating rate. Published by *Steel.*

8291. *Aluminum's on the Move.*
A survey of aluminum users' reports on the present and future uses of aluminum, distribution of users, location of sources, inventories and desired qualities. Available from *Steel.*

8292. *Metalworking Plans Record Capital Equipment Expenditures.*
This report on the major forms of capital equipment used in metalworking includes separate data sheets on: foundry equipment; heat treating equipment; machine tools; joining and assembly equipment; presses and press brakes; materials handling equipment; testing and inspection equipment; steelmaking equipment; cleaning and finishing equipment. Anticipated expenditures for each segment are featured. Published by *Steel.*

8293. *Buying Influence and Readership Evaluation.*
A survey report on *Florida Trend* readers and the scope of their influence in their companies is offered in this brochure.

8294. *The Business Market.*
A reprint from *Management Methods* gives facts about a multi-billion-dollar segment of the business market; how to identify it; who controls it, and how to sell it.

8295. *An Economic Analysis of American Industry.*
A study of the market of the middle billions, firms with 100 to 1,000 employes, details its share of the nation's employment and business volume. Published by *Management Methods.*

8296. *Executive Involvement in Buying Decisions.*
This investigation into corporate buying procedures shows the correlation between company size and executive involvement in purchasing decisions. From *Management Methods.*

8297. *Management Methods Research.*
A study of the effect of company size on the management level of executives who initiate buying ac-

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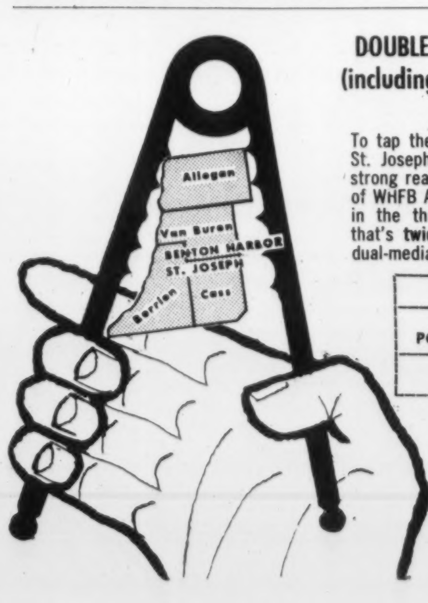

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Source: Sales Management Survey of Buying Power.

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Available Market Data—Industrial

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tion reveals that as the size of the company increases, the level of executives who initiate buying action decreases. By *Management Methods.*

8298. *Are Two-Inch Wells Becoming Relics?*
A survey of selected water well contractors reveals the trend away from small diameter wells. Average well depths are given, also the use of submersible pumps. Published by *Water Well Journal.*

8299. *How Many Wells Are We Drilling?*
Statistics from the Department of Commerce are used to estimate water well construction activity and geographical distribution of drilling in the U.S. in 1956 and 1957. From *Water Well Journal.*

8300. '59 *Good—'60 Better?*
In this reprint last year's well drilling forecasts are reviewed and analyzed, and new forecasts for 1960 are offered. Published by *Water Well Journal.*

8301. *Potentiometers.*
This report contains sales estimates for three main potentiometer types for 1955 through first half 1960, with a detailed comparison of potentiometer unit and dollar sales for first half 1959. From *Electronics.*

8302. *Geographical Distribution of Electronics Companies.*
This data sheet tabulates electronics companies by state and geographical area, with a map showing regional percentages of company distribution. Published by *Electronics.*

8303. 1959-1960 *Concrete Production Estimates.*
This booklet discusses growth and trends for precast concrete, ready-mixed concrete, block concrete, prestressed concrete, and concrete pipe. It also reviews 1959 and gives projections for 1960. From *Concrete Products.*

8304. 1959-1960 *Production Estimates.*
A booklet on the growth and trends of the rock products industries covers tonnage produced and value of sales for the seven industries in the field and projects production to 1975. Published by *Rock Products.*

8305. *Modern Textiles Market.*
This booklet from *Modern Textiles* contains market data on fibers and yarns, spinning, winding, texturing, weaving, knitting, dyeing and finishing, converting and marketing.

8306. *Rig Census.*
A reprint from *Drilling* gives ownership of drilling rigs among contractors and operators, type of rig foundation, depth capabilities, type and distribution of rig power, and contractor and operator rig distribution, by quantity and geographical location.

8307. *Oil and Gas Well Drilling Market.*
Responses to *Drilling's* 1959 buying power study furnished the data for this report on purchasing practices for equipment and services in the oil and gas well drilling, completion and servicing division of the petroleum industry.

8308. *A.A.P.G. Bulletin.*
A market research study of the American Assn. of Petroleum Geologists members outlines the buying influences of the geologist on the international exploration market. Published by the *A.A.P.G. Bulletin.*

8309. *Market Study on Hand and Power Tools.*
A study conducted among 2,000 electrical contractors and 2,000 industrial plant and maintenance heads defines buying influences in the hand and power tool market. Published by *Electrical Construction.*

8310. *Brand Preference Study.*
How electrical contractors, plant electrical heads, and electrical consultants vote the various manufacturers when purchases of electrical equipment are being planned. Offered by *Electrical Construction.*

8311. *The West's $8 Billion Metalworking Market.*
A description of the 10-year growth of the West's percentage of metalworking output, with the number of metalworking plants, employment and value added by manufacture of selected SIC classifications between 1947 and 1957 is included in this folder from *Western Metalworking.*

8312. *Market News Letter.*
This monthly newsletter contains current news about the metalworking market in the 11 western states, including plant expansions, contract awards and general industry growth in principal marketing areas of the West. From *Western Metalworking.*

8313. *Engineering Students and Engineering School Enrollment.*
A report showing current and past enrollments in engineering schools, and listing the engineering schools offering degrees in architectural, civil, electrical, mechanical and sanitary engineering is published by *Architectural Record.*

8314. *The Chemical Education & Industrial Research Market.*
A survey of readers of the *Journal of Chemical Education* gives data on the market for scientific instruments, laboratory apparatus, equipment and chemicals.

8315. *Construction Equipment and Materials.*
Containing ownership breakdowns on more than 150 types of machinery and materials, data on contractor buying power as related to employment and contract volume, and data on government purchasing, this study by *Construction Equipment* is based on a survey of contractors and other construction organizations.

8316. *Protestant Church Buildings.*
A brochure covering the size of the religious buildings field, number of churches, estimated expenditures for 1960, and an analysis of factors influencing purchasing decisions is available from the Christian Herald Assn.

8317. *Construction, Consumer Spending and the General Outlook for* 1960.
A statement on the outlook for construction and the general economy in 1960 by Dr. George Cline Smith, vp and chief economist, F. W. Dodge Corp., before the joint economic committee of Congress. Available from F. W. Dodge Corp.

8318. *A Study of* 522 *Independent Power Transmission Distributors.*
This study analyzes the size and type, volume, facilities, area covered and products handled by power transmission distributing firms in the U. S. and Canada. From *Power Transmission Design.*

8319. *Analysis of* 1,151 *Sales Outlets in the Material Handling Field.*
A report on a survey of sales outlets in the U. S. and Canada covers the type of organization, number of employes, product lines carried and product lines desired. From *Material Handling Engineering.*

8320. *Five-Year Picture of Appliance Manufacturer's Sales.*
This data sheet from *Appliance Manufacturer* gives the number of appliance units sold at the manu-

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When your advertising is *in* the Star and the News, your products are *in* the stores and the homes of this $3.8 billion, 45-county market.

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facturing level by types of appliances for the years 1955 through 1959.

8321. *Appliance Market for Galvanized Steel Sheet.*
Tonnage figures for galvanized steel sheet used by the home appliance manufacturing industry and types of appliances using this material are given in this report by *Appliance Manufacturer.*

8322. *Appliance Market for Timer Mechanisms.*
The market for timers, the buying influences and applications for timers and timing devices are covered in this publication by *Appliance Manufacturer.*

8323. *Appliance Market for Fractional Horsepower Motors.*
An outline of the types of electrical motors used by the appliance industry and their specific applications is presented in this data sheet by *Appliance Manufacturer.*

8324. *Appliance Market for Die Castings.*
Poundage by type of metal in the die castings used by the appliance industry during 1959, and the percentage of the over-all market for die castings represented by the appliance industry is given in a data sheet by *Appliance Manufacturer.*

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8325. *Appliance Manufacturing Market for Fastener Products.*
Use by the appliance industry of mechanical fasteners and buying influences for these products is covered in this data sheet by *Appliance Manufacturer.*

8326. *Current Appliance Industry Trends.*
A discussion of the most important trends in appliance design and engineering, as well as a market outlook in terms of unit sales and production during 1960 is included in this report by *Appliance Manufacturer.*

8327. *Report Number* 12-3.
Engineers in the communications equipment industry were surveyed to determine the problems they encounter in using central catalog files. Published by the Technical Services Division of the Rogers Publishing Co.

8328. *Report Number* 11-2.
Design engineers in the missile-aircraft industry were surveyed as to their opinions on the quality of catalog data and their needs in a product searching facility. The report is available from the Technical Services Division, Rogers Publishing Co.

8329. *Industrial Market—Mechanized Selling.*
Tables illustrating the average number of buying influences per company, shifts and changes in daily business, selling available to each individual and rise in average cost of industrial sales calls are presented in this booklet from McGraw-Hill Publishing Co.

8330. *A Look at 1960 . . . The Pulsebeat of Industry.*
A 36-page report on more than 40 major industries, where they stand today and where they are headed, has been compiled and edited by the McGraw-Hill Publishing Co. to provide a comprehensive forecast of industrial activity for 1960.

8331. *Materials Handling Equipment Survey.*
This survey studied the sale of materials handling equipment through industrial distributors, and is available from *Industrial Distribution.*

8332. *Industrial Distribution and Marketing Wall Map.*
Latest "value added by manufacture" statistics from the Census of Manufactures, and the location and number of industrial distributors in each locality are shown in this 25x38" map published by *Industrial Distribution.*

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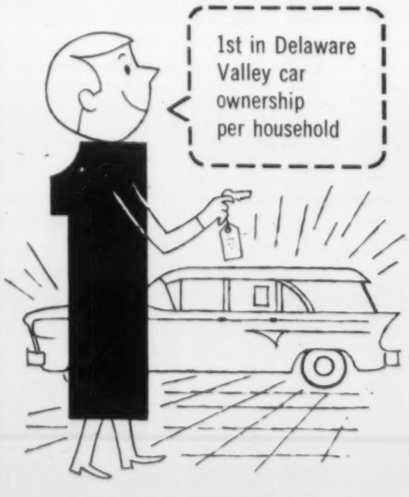
8333. *Fastener Survey.*
This study of the sales of fasteners through industrial distributors gives data on sources of supply and distributor preferences in regard to sales aids and policies. Published by *Industrial Distribution.*

8334. *Why and How of Special Rail Equipment Purchases.*
Presidents and vps of approximately 40 Class 1 railroads tell considerations governing purchase of special purpose rail cars, how needs are determined and what officials are responsible for decision to purchase in this report from *Traffic World.*

8335. *Piggyback, Containerization and Fishyback in Carrier Sales Strategy.*
This reprint contains a roundup of information on various modern transportation techniques and the prospects for this market among the railroads and water carriers using them. From *Traffic World.*

8336. *The Motor Carrier-Railroad-Private Carrier Executive Group as a Market for Trucks, Trailers and Accessories.*
This tabulation of truck and trailer ownership in rail, motor and private carrier categories among *Traffic World* subscribers also analyzes the buying influence of subscribers.

8337. *Builder Panel Report #1: Kitchen & Utility Areas.*
Data on average kitchen size, types of cabinets, counter tops, sinks and flooring used; location of laundry facilities and sources of wood cabinets; appliances included by the builder; and quarterly statistics on builder activities and plans are found in this study by *Practical Builder.*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8338. *Builder Panel Report #2: Residential Doors and Door Hardware.*
Doors and door hardware used in new residential buildings, entry and interior doors, finishes, frames, jambs, butts, hinging patterns and lock-sets are included in this report from *Practical Builder,* with second quarter building activity statistics.

8339. *Builder Panel Report #3: Insulation.*
Residential insulation used in new construction is the subject of this report, giving types used and the market share for each, supply sources and third quarter statistics on builder activities. Published by *Practical Builder.*

8340. *Builder Panel Report #4: Building, Business and Operating Statistics of the Builder.*
This summary of 1959 builder activity covers residential, nonresidential and remodeling, plus 1960 plans, and includes financial data, trends in style, contracting vs. subcontracting, equipment ownership and cost analysis. From *Practical Builder.*

8341. *Garage Door Study.*
The use of garage doors in new construction and remodeling is covered in this report from *Practical Builder* which provides data on types used, materials, costs and sources for doors and hardware.

8342. *Residential Roofing and Siding.*
A study of the types of roofing used, installation practices, brand determination, sources of supply and trends in usage is available from *Practical Builder.*

8343. *Major Appliances Survey.*
This report on the relative influence of builders, sub-contractors, architects and real estate firms in selecting the type and brand of major appliances used in new houses built in six metropolitan areas has been prepared by *Practical Builder.*

8344. *The Builder Market for Truck, Tractor and Power Tools and Equipment.*
Subscribers to *Practical Builder* were surveyed for the number, type and size of trucks and tractors owned and rented, also buying factors, tractor accessories and dollar investment in power tools, hand tools, engineering equipment and office machines.

8345. *Heating and Air Conditioning Systems Survey.*
A study of builders, subcontractors, architects and real estate firms to determine their influence in selecting type and brand of heating and air conditioning systems used in new houses built in six metropolitan areas. Published by *Practical Builder.*

8346. *Plumbing Fixture Survey.*
This report on the relative influence of builders, subcontractors, architects and real estate firms in selecting the type and brand of plumbing fixtures used in new houses in six metropolitan areas is offered by *Practical Builder.*

8348. *Pump Study.*
Architects' specification practices and preferences in regard to pumps for the buildings they design are revealed in a study prepared by *Architectural Record.*

8349. *Fabrics & Carpeting Study.*
A study showing architects' specification practices and preferences in regard to fabrics and carpeting for the buildings they design is available from *Architectural Record.*

8350. *Architect-Engineer Planned Work—12 Months* 1959.
Tables showing the percentage of total projects and dollar volume of major types of nonresidential and large residential buildings planned by architects and engineers are offered by *Architectural Record.*

8351. *Architectural Students and Architectural School Enrollment Statistics.*
Current and past enrollments in architectural schools and lists of member and associate member schools of the Assn. of Collegiate Schools of Architecture are shown in this study by *Architectural Record.*

8352. *Fluorescent Lamp Ballast Study.*
Architects' specification practices and preferences in regard to fluorescent lamp ballasts in the buildings they design are shown in this report from *Architectural Record.*

8353. *PMM* 1960 *Production Data Book.*
Shipments of non-ferrous castings, extrusions and sinterings 1952-1959, based on Commerce Department and trade association figures are analyzed in this report from *Precision Metal Molding.* It also contains surveys of the die casting and finishing materials markets and labor rates vs. output per manhour.

8354. *The Market for Hydraulic Pressure Gages.*
A summary of reports from 499 users of pressure gages outlines applications and includes a brand

Available Market Data—Industrial

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preference poll. From *Applied Hydraulics & Pneumatics.*

8355. *The Market for Electrohydraulic Servo Valves.*
A summary of reports from 243 users details the market for electrohydraulic servo valves in industry, transportation and aviation. Published by *Applied Hydraulics & Pneumatics.*

8356. *Plant Fire Brigades.*
A survey of plant fire brigades and equipment tells how many plants have their own brigades and how much equipment they use, with individual tables on motorized equipment, extinguishers and fire hose. Available from *Occupational Hazards.*

8357. *Marketing Facts on Industrial Solvents.*
A survey showing the amounts of ordinary and safety solvents used in industrial plants shows also preferences for ordinary or safety solvents and estimates the total market for these products in plants subscribing to *Occupational Hazards.*

8358. *Markets Are Men on the Move.*
A discussion of the industrial safety market, including statistics on total market volume and breakdown of titles of buying authorities is presented in this booklet with data on *Occupational Hazards'* coverage of this market.

8359. *Selling the $100,000,000 Safety Market.*
This resume of a survey conducted among 233 manufacturing firms lists the amount of safety equipment purchased and discusses workmen's compensation law and other factors affecting the market. From *Occupational Hazards.*

8360. *Distribution of Seals Thru Power Transmission Equipment Distributors.*
A study to determine the marketing pattern for oil, air and dust seals through distributors of power transmission equipment is summarized in this report from *Power Transmission Design.*

8361. *What's Needed to Sell Fluid Power Components.*
A report of seminar discussions held by independent sales agencies handling hydraulic and pneumatic components includes summaries of sales volume on principal items. Published by *Applied Hydraulics & Pneumatics.*

8362. *How Industry Buys and Uses Clutches.*
A study to determine the purchase and use pattern of industrial clutches both at original equipment and in-plant levels has been prepared by *Power Transmission Design.*

8363. *How Does Industry Buy Material Handling Equipment?*
Key influences and procedures in companies interested in material handling equipment are discussed in these reports from *Material Handling Engineering.* Separate studies are available for Louisville, Indianapolis, Cleveland, Chicago and Buffalo.

8364. *The New Look at Material Handling Engineering.*
This profile of a typical material handling engineering function as reflected by readers of *Material Handling Engineering* summarizes educational background, age, experience, job activities and scope of responsibilities.

8365. *Here Is the Market for In-Plant Containers.*
A study of the market for tote boxes, shop boxes, baskets, etc., in industrial use today tells the number of types, methods of handling them and features of the in-plant container desired by industry. From *Material Handling Engineering.*

8366. *Market for Dockboards—Manual and Powered.*
A survey determining the types of dockboards now in use and preferences for various types of materials of construction also gives the potential market for non-powered and powered dockboards and bumpers. From *Material Handling Engineering.*

8367. *Multiple Buying Influences in the Purchase of Material Handling, Packaging and Shipping Products.*
Material handling equipment salesmen interviewed their customer-contacts for this report on responsibility for specifying and buying forty items of material handling, packaging and shipping products. Published by *Material Handling Engineering.*

8368. *National Welding Market.*
A brochure showing the location of the welding market geographically and by 2-digit SIC also lists the number of welding distributors in each of the 168 metropolitan areas. Published by *Welding Design & Fabrication.*

8369. *Newsweek's Continuing Study of Utility Buying.*
Case history reports of purchases by a utility company: No. 7, Electronic Data Processing System; No. 8, Structural Aluminum; No. 9, Steam Generator; No. 10, Gas Meters; No. 11, Steam Condenser. These reports are published in separate booklets by *Newsweek.*

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Available Market Data—Industrial

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8370. *Survey of Storage Equipment Used in Materials Handling Operations.*
This survey of storage equipment as a market describes the plants using it and their expenditures with predicted trends. Inventory data are included for 17 types of equipment, with a breakdown by two-digit SIC. From *Modern Materials Handling.*

8371. *Inventory of Conveyor Footage in Use.*
A report giving actual footage in use for 24 major types of conveyors by two-digit SIC categories, with estimates of age of the footage in use has been prepared by *Modern Materials Handling.*

8372. *Accessories Used with Conveyor Systems.*
This inventory of 11 major types of accessories in use includes data on drives and types of controls used to further mechanize conveyors by industry. From *Modern Materials Handling.*

8373. *Estimated Future Expenditures for Conveyors.*
A report on expenditures for seven major conveyor classifications includes estimates of future purchases by present users and by non-users planning to install conveyors. All tabulations are by SIC groups. Published by *Modern Materials Handling.*

8374. *The Market for Materials Handling Equipment.*
A folder prepared by *Modern Materials Handling* lists total plants and capital equipment expenditures in 21 two-digit SIC manufacturing categories and contains circulation information in manufacturing and distribution SIC categories.

8375. *Sales Forecast, Materials Handling Equipment.*
Sales since 1947 in the seven categories of materials handling equipment are given in this report from *Modern Materials Handling,* which also gives a sales forecast for 1960-1965.

8376. *Analysis of Plant Coverage by 4-digit SIC.*
A folder prepared by *Metalworking* lists total metalworking plants and capital equipment expenditures in nine two-digit SIC categories, broken down to four-digit detail. Also gives circulation information for every category.

8377. *Textile Industries Market.*
This file from *Textile Industries* contains information on the location of textile mills and equipment, fibre consumption and machine usage as well as a flow chart through a typical mill.

8378. *Mechanical Coal Cleaning.*
Tables of statistics on mechanical cleaning of bituminous coal, covering the number of plants and tonnage by state and type of equipment used, are offered by *Coal Age.*

8379. *Typical Piping Requirements at Coal Mines.*
Pipe usage by typical coal mines with details of types and sizes are given in this data sheet by *Coal Age.*

8380. *Coal Mine Power.*
Application of electric power in coal mining, trends in usage and equipment application are covered in this reprint offered by *Coal Age.*

8381. *U. S. Bituminous Coal Production*—1958.
Data sheets issued by *Coal Age* cover number and production of bituminous mines in 1958 by size of output and type of mining; similar data by state, and 1958 U. S. bituminous coal production by county.

8382. 1958 *Coal Industry Facts.*
Statistics on the production by various types of mining and varities of coal are given in this data sheet by *Coal Age.*

8383. *Condensed Data Sheet.*
Condensed market data on the coal mining industry and publishing service of *Coal Age* are presented in this data sheet.

8384. *Ferrous and Nonferrous Castings Market Survey.*
A description of the market for ferrous and nonferrous castings in U. S. hardgoods manufacturing plants is based on a study of more than 500 plants and covers castings made from steel, iron, aluminum, magnesium, copper, nickel, zinc, etc. Published by *Materials in Design Engineering.*

8385. *Fabricated Materials, Forms and Shapes Market Survey.*
Markets for castings, forgings, extrusions, and plastics moldings within U. S. hardgoods manufacturing plants were determined by *Materials in Design Engineering* through a plant survey. Data on 23 forms are classified as ferrous, nonferrous and nonmetallic materials and by SIC.

8386. *Materials Market.*
A booklet issued by *Materials in Design Engineering* defines basic markets for engineering materials, forms and finishes and identifies the men who select and specify them for product design and manufacture, also the information needed to select and specify these products.

8387. *Nonferrous Metals, Forms and Shapes Market Survey.*
Based on a plant study, this brochure outlines the market for nonferrous metals within the original equipment and hardgoods industry. It includes data on 20 principal metals and reports forms in which each is used. From *Materials in Design Engineering.*

NO MONEY PLEASE

NOTE: Most items are available without charge, but not all. Those requesting material which bears a price must send their requests direct to the publisher. ADVERTISING AGE *cannot handle or process rerequests for material for which a charge is made.*

8388. *Irons and Steels Market Survey.*
A study of the market for irons and steels within the original equipment and hardgoods manufacturing industry includes data on major types of steel and iron and the forms in which these metals are used. Published by *Materials in Design Engineering.*

8389. 1960 *Marketing Guide.*
A booklet discussing the market characteristics of the metal and non-metallic mining industry, trends, equipment applications and buying influences has been prepared by *Engineering & Mining Journal.*

8390. *Condensed Data Sheet.*
Condensed data on the metal and nonmetallic mining market and the coverage of this market provided by *Engineering & Mining Journal.*

8391. *Mining Market for Valves.*
The number, type and size of valves in use by typical mining companies surveyed by *Engineering & Mining Journal* is offered in this report. Other reports available are: Typical Pipe Usage in Mining; Drills in Underground Mining; Use of Crushers in Mining.

8392. *E&MJ Newsletter.*
An analysis of the 1960 outlook for metal and nonmetallic mining industry with details of major projects under construction and contemplated are offered in this newsletter from *Engineering & Mining Journal.*

8393. *Buying Power Study.*
The *Journal of the American Oil Chemists' Society* conducted a study of purchases made by research and management in foods, soaps, paints and related industries; types of material and equipment, dollar value and the specific part played in purchasing; size of companies by annual sales, and publications seen.

8394. *Semiconductor Survey.*
A study to determine the purchasing influence of Research and Development personnel on semiconductor products and which manufacturers are associated with various semiconductor products. From *Research/Development.*

8395. *Census and Pulse of the Industry.*
This 14th annual study shows the size and scope of the vending industry including: annual dollar volume trends; brand preferences; number of machines in use; buying and selling practices in the industry. From *Vend.*

8396. *Natural Gas Industry.*
A description of the types of companies that make up the gas industry, the number of each type, their functions and facilities, and projections of the gas industry's growth through 1970. From *Gas.*

8397. *The Dayton Study.*
House & Home conducted interviews with builders, lenders, architects, realtors and suppliers to provide data on types of construction and collateral activities of builders in Greene and Montgomery Counties, Ohio.

8398. *Audit of Brand Recognition.*
Subscribers to *Electronic Design* were surveyed for their recognition of brands in all the types of products used by the electronic original equipment market.

8399. *Institutions Construction Forecast,* 1960.
The report offered by *Institutions* provides a forecast of new construction starts in the mass feeding/mass housing industry during 1960 and gives figures for 1958 and 1959 with comments on growth in different segments of the industry.

8400. *Metalworking Capital Appropriations.*
Based on quarterly surveys of the National Industrial Conference Board for 1957-58 and '60, sponsored by *Iron Age,* this report gives capital appropriation figures by three-digit SIC.

8401. *PART III—How Metalworking Buys Study.*
Detailed SIC 36 (electrical machinery and eqiupment) data on executive participation in the purchase of 17 product categories. Information is given by titie, primary function and multiple function in this report from *Iron Age.*

8402. *Steel Capacity Data.*
A reprint from *Iron Age* shows steel operating rates by districts and the new districts set-up by the American Iron & Steel Institute, plus other production and capacity details.

8403. *How to Use the Iron Age Quarterly Survey of Metalworking Capital Appropriations.*
Suggestions on how to apply these quarterly surveys in marketing strategy are given in this booklet along with charts of appropriations for 37 important segments of the metalworking market. Published by *Iron Age.*

8404. *Personal Interview Study of 16 Manufacturing Plants.*
A folder from *Maintenance* summarized data on the buying patterns of maintenance departments and the backgrounds and functions of maintenance directors, with titles, size and composition of staffs, annual budgets.

8405. *Survey of Industrial Readers of T&D.*
This survey reveals size of electric power distribution systems; voltage levels for various uses; interest in various types of transmission and distribution equipment; with data on unit substations; extent of power generation; pole lines and underground feeders. Prepared by *Transmission & Distribution.*

8406. *Data on Electric Utilities.*
A statistical data sheet showing the number of employes, miles of transmission and distribution lines, number of transmission towers, wood poles, substations and expenditures by utilities over the past 11 years. From *Transmission and Distribution.*

8407. *Wire and Cable Survey.*
In this summary are shown results of a survey of reader interest in the design and construction of wire and cable; purchasing influence and factors bearing on how specifications are made. Published by *Transmission & Distribution.*

8408. *The Vending Market for Component Parts Suppliers.*
A report containing production and sales statistics by types of vending machine for years 1954 through 1958, plus an analysis of

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Add 'em all up and your chances for a gratifying yield are heavily in your favor. But the most successful advertising men know that from an idea's inception through every phase of creation, planning, development and production to delivery of plates to the publications—*know-how* is an all-important factor in advertising's productivity. . . . It's also a deciding reason why scores of them protect their investments in creative genius, production brains and thousands of lines of white space with the skill and master-craftsmanship they have proved can be relied upon at ROGERS.

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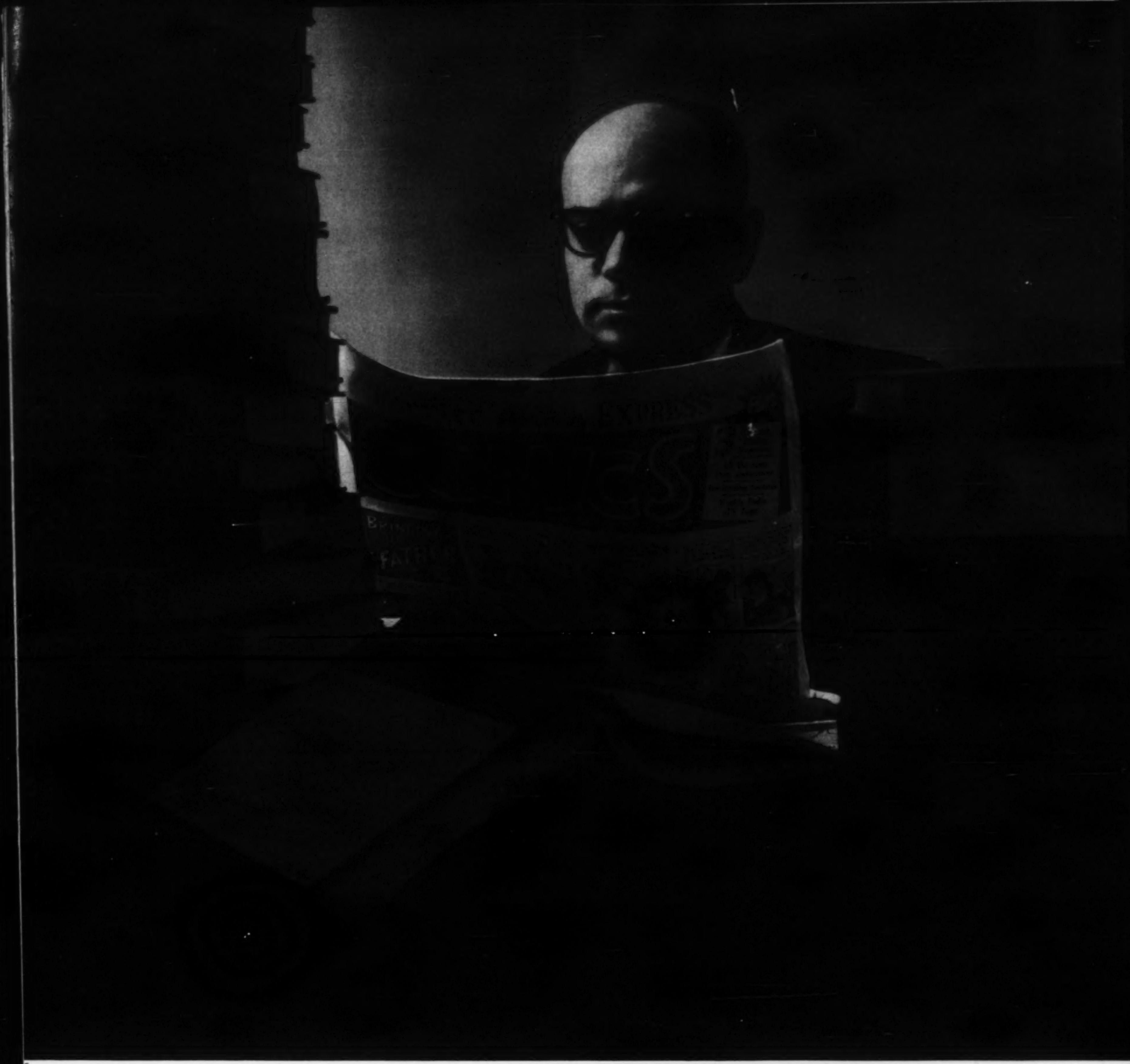

Let's Get Serious About Comics

The amateur expert is easy to find. He's polled his barber, garage mechanic, wife and taxi-driver – and he's got the answers to everything. Some of these "experts" even insist that *nobody but nobody* reads Sunday Comics. Nothing could be further from reality –according to the *professionals* like the Carl J. Nelson research organization. In a series of studies on comic sections in 1956-57 and 1959, covering ten cities, the Nelson organization found that just about *everybody but everybody* reads the Sunday Comics. Here are the facts, based on studies in St. Louis, Baltimore, San Francisco, Washington D. C., Detroit, San Antonio, Pittsburgh, Boston, Cincinnati and Chicago:

Section Pick-Up: **Men: 78%** **Women: 76%**

"The average comics feature is read by 49% of the newspaper readers; other features are read by 17%; the average news story by 13%... The Sunday comic section has the highest average page traffic of any section in the Sunday newspaper." (E. T. Zelsmann, Vice-President, Carl J. Nelson, Research, Inc., in a report to the Newspaper Comics Council, February 5, 1960.)

Sunday Comics appeal to *all* age groups; cut across all geographical lines. They've topped all other sections for 30 years! And they're still on top!

Now what about readership during those important "Buying Years"?

For the facts that can turn your problems into sales—just turn the page.

during the "buying years" 18-34, readership of Metro Sunday Comics tops that of all other feature sections:

The "Buying Years" are the years of acquisition; the years of home establishment, when families are building, the years when the greatest purchases are made. This is the age group of primary interest to most manufacturers. In this group METRO SUNDAY COMICS has a significantly higher section pick-up than that of any other feature section.

[redacted]

SECTION PICK-UP	Men	Women
Metro Sunday Comics Section	88%	91%
T.V. Graphic Magazine	72	84
This Week Magazine	85	87
Pittsburgh's Family Magazine	73	75

The table above, based upon the new Carl J. Nelson study in Pittsburgh—*the first of a series*—shows the percentage of readers who saw, or read, some editorial or advertising item in the section which *included the first page.*

[redacted]

When the first page of the section is excluded, there is a significant decline of the section pick-up for the other feature sections. Pick-up of the Metro Sunday Comics Section, however, remains virtually the same. (Based upon same Pittsburgh study.)

SECTION PICK-UP	Men	Women
Metro Sunday Comics Section	87%	90%
T.V. Graphic Magazine	56	73
This Week Magazine	79	84
Pittsburgh's Family Magazine	65	67

[redacted]

METRO SUNDAY COMICS IS YOUR BEST BUY FOR:
READERSHIP (highest family readership of any medium)
AUDIENCE (largest in print—over 19,000,000 circulation)
FLEXIBILITY (markets, copy, dealer listings)

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M-120

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the number and kinds of vending machines in use in the period 1955 through 1958, is offered by *Vend*.

8409. *The Story of Business Automation.*
A brochure describing the revolution in the office and its effect on the market for business automation equipment is available from *Management & Business Automation*.

8410. *MBA Market Fact Sheets.*
Data sheets from *Management & Business Automation* include the results of a pilot study of buying procedures for punched cards, punched tape and magnetic tape, as well as other data on the responsibility for selection and use of business automation equipment and supplies.

8411. *Welding Market Map.*
This map shows the 13 states comprising 80% of the welding market and delineates the specific market area within each of these states. From *Welding Engineer*.

8412. *Butterfly Valve Survey.*
This market survey of *Mechanical Engineering's* readers provides data on specification procedures, applications and usage, design and suggested improvements and preference data on complete vs. separate valve and operator, with tabulations of the functions of the respondents.

8413. *Drawing Pencil Survey.*
Responses to a survey of *Mechanical Engineering* readers are tabulated in this report covering preferences for different types of pencils and brands; materials on which drawings are made; data on leads, erasers and desirable improvements.

8414. *A Survey on the Future Trends in Lubrication Device Field.*
Responses to a survey of *Mechanical Engineering* readers were tabulated for this report covering centralized or automatic systems, self-lubricating bearings, bearing temperature warning devices and preferred manufacturers.

8415. *Steam Trap Advertising and Literature Study.*
Predominance of types used, brands preferred, information looked for in advertisements, additional data needed, job functions of respondents concerned with steam traps and areas in which they are used, are covered in this report from *Mechanical Engineering*.

8416. *Purchase Decision Influence Studies.*
Separate survey reports have been prepared by *Aircraft & Missiles* on readers' buying influence in the following products areas: electronic and electrical equipment; hydraulic systems; mechanical components; fuel systems and parts; sub-assemblies; engineering services; ferrous metals; nonferrous metals; plastics; rubber and other non-metallics; castings and forgings; tubing and cable, and plant equipment.

8417. *Marketing Under the Weapon System Concept.*
This report by *Aircraft & Missiles* outlines how the weapon system concept affects the characteristics of its aerospace market; how the industry is divided in basic tiers of development and supply, and includes a list of elements to be used for evaluation of suppliers.

8418. *Today's Aircraft-Missile Engineer.*
A profile of engineers in the aerospace industry shows background, career plans, interests and homelife, leisure time activities, job details and earnings, and incentives needed to change jobs, both locally and to different parts of the country. Published by *Aircraft & Missiles*.

8419. *Combustion Fact Sheet.*
In this description of the five major market areas reached by *Combustion* is information on readers by SIC categories and data on coverage of these markets.

8420. *Commercial Water Heating Market.*
Ten trends in this expanding market—particularly that for replacement—highlights a report which also contains schematic layouts of typical systems and new equipment. From *Plumbing & Heating Business*.

8421. $183,000,000 *Tool Investment.*
A sample of 2,300 plumbing, heating and air conditioning contractors was surveyed for this study on usage of 58 tools. It covers every management phase and gives percentages of ownership and the number of units owned. Prepared by *Plumbing & Heating Business*.

8422. *Tool Talk.*
This report presents data on the use of powered tools as a means of increasing labor productivity, time-cutting tools and uses made of them. Available from *Plumbing & Heating Business*.

8423. *Influences That Determine Brand Selection.*
The roles played by architect, engineer and contractor in the specification of mechanical equipment going into new construction are explored in this study based on a survey of 2,975 architects, engineers and contractors. By *Plumbing & Heating Business*.

8424. *Plumbing-Heating-Air Conditioning Contractors.*
The types and kinds of work performed; volume; employment; truck ownership and other measures of business size and characteristics of mechanical contractors are included in two fact sheets from *Plumbing & Heating Business*.

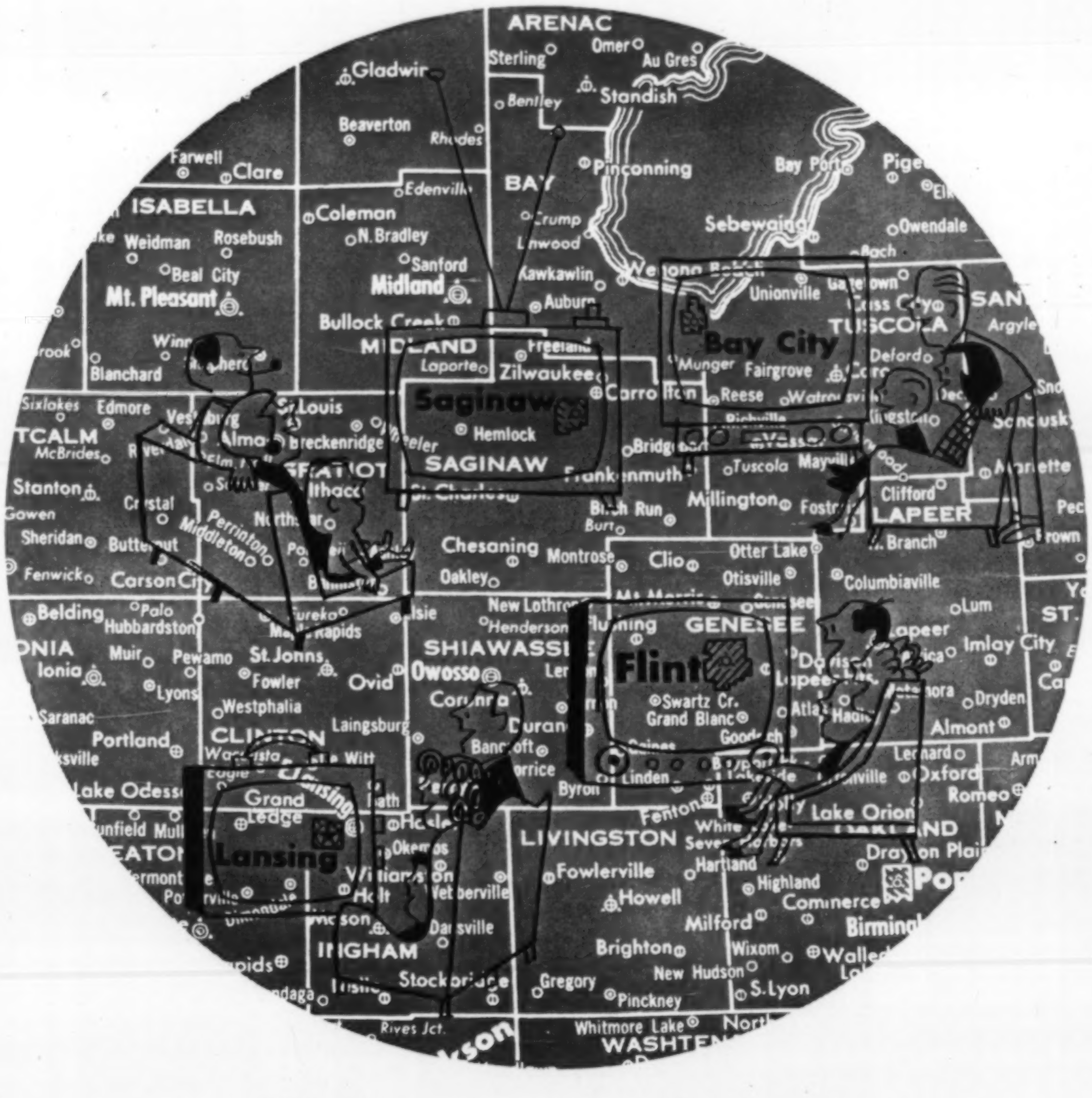
8425. 1960 *PHB Forecast.*
The basic growth factors affecting building are discussed in this annual forecast giving industry estimates of plumbing, heating and cooling by types of building and the 1960 business predictions of 539 contractors, manufacturers and wholesalers. Published by *Plumbing & Heating Business*.

8426. *The 3 Ms of the Plumbing, Heating, and Cooling Industry.*
A description of the market represented by this industry, the men who make the market, and *Plumbing & Heating Business'* coverage of the market is outlined in this brochure.

8427. *How Deep in Air Conditioning Are You?*
A contractor survey reveals the extent of activity in air conditioning, who does it and how much they are doing. Published by *Plumbing & Heating Business*.

8428. *Diesel Maintenance Survey.*
This report contains a summary of diesel locomotives with data grouped by builders, types, horsepower and number of units, a listing of Class I railroads and locations of their diesel repair shops indicating whether they handle electrical, engine repair, or major overhaul. Published by *Modern Railroads*.

8429. *Car Repair Facilities of the American Railroads.*
This booklet contains a summary of information on the location of railroad car repair facilities of the individual railroads, number of employes at each location, man-hours worked per week, and types of work being



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...you buy people.

INVEST
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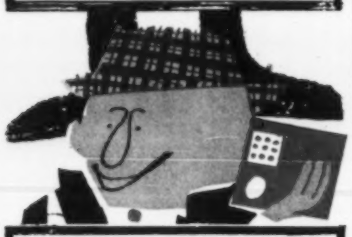
IN THE
2¼
MILLION
PEOPLE
OF
WOWO

37th U.S. Radio Market

THE MARKET IN DEPTH

No. of counties	50
Population	2,266,000
Radio homes	673,000
Retail sales	$2,491,607,000
Buying income	$3,933,181,000



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WESTINGHOUSE BROADCASTING COMPANY, INC.
Represented by AM Radio Sales Co.

Available Market Data—Industrial

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done. From *Modern Railroads.*

8430. *The Market for Lift Trucks and Hoisting Units in the Railroad Industry.*

A folder relating the application of various types of material handling units to the railroad industry, breaking the units down by the size of the railroad and the application of equipment. Prepared by *Modern Railroads.*

8431. *Railroads Market.*

A 12-page booklet containing data on the size of the railroad market, its organizational make-up, and the function of the publication in this field is offered by *Modern Railroads.*

8432. *U.S. Missile Prime Contractors and Major Sub Contractors.*

A report prepared by *Electronics Design* on missiles, showing prime contractor, airframe manufacturer, power plant manufacturer and guidance manufacturer for air to air, air to surface, anti-submarine, surface to surface, surface to air, space research and test, missile research and test.

8434. *Electronic Equipment Used by Nucleonics Industry.*

This report lists 143 basic types of electronic equipment used by the nucleonic industry. Published by *Nucleonics.*

8435. *Power Reactor Components.*

Comparative data for several reactors of each of the leading reactor concepts, including turbines, shielding and heat exchangers as well as investment data are to be found in this report from *Nucleonics.*

8436. *Estimated Annual Savings from Radioisotopes.*

A report on radioisotope savings in various industries has been prepared by *Nucleonics.*

8437. *Hot Cells: Air Filters and Ventilating Facilities.*

The market for air filters and other special ventilating equipment for various hot cells is discussed. From *Nucleonics.*

8439. 280 *Teletherapy Installations.*

A map showing the location of 280 teletherapy installations in the U.S. is offered by *Nucleonics.*

8440. *Listing of Critical Facilities.*

A listing of critical facilities in the U.S. has been prepared by *Nucleonics.*

8441. *Who's Building the Civilian Reactors.*

A report on reactors under construction or completed by all U. S. reactor manufacturers is available from *Nucleonics.*

8442. *Nuclear and Associated Facilities at U.S. Universities.*

A list of U.S. universities that have nuclear reactors, accelerators, and/or other nuclear equipment and instrumentation has been prepared by *Nucleonics.*

8443. *Special Equipment in 97 Hot Cells.*

Information including costs of special equipment purchased for 97 Atomic Energy Commission hot cells is provided in this report from *Nucleonics.*

8444. *The Nuclear Navy and Its Suppliers.*

A table listing all nuclear powered ships with basic information for each ship, including major suppliers, is offered by *Nucleonics.*

8445. *Power Reactor Projects in the U.S.*

A complete list of power reactors built, under construction, or planned by U.S. reactor manufacturers, with basic facts about each reactor is published by *Nucleonics.*

8446. *Cost Breakdown of the Oak Ridge Reactor.*

A breakdown of the cost of building the Oak Ridge reactor has been prepared by *Nucleonics.*

8481. *Air Conditioning: Infant with a Future.*

Per cent of U.S. plant area that is air conditioned, and construction data on hospitals, commercial office buildings, schools and multiple family dwellings are included in a reprint issued by *Heating, Piping & Air Conditioning.*

8482. *Consulting Engineers.*

An eight-page brochure issued by *Heating, Piping & Air Conditioning* details the number of consulting engineering companies in the U.S. and number actually specifying heating, piping and air conditioning equipment.

8483. *Industrial Piping.*

A booklet published by *Heating, Piping & Air Conditioning* covers an interview survey of engineers and contractors in this field with regard to how this market "works."

8484. *Textile Industries Data.*

A state-by-state breakdown of textile mills and machinery to determine market potential in any given area, and textile mill flow from delivery of baled cotton to final packing for shipping are covered in data sheets issued by *Textile Industries.*

8485. *What the Market Buys.*

A study of the product design uses for 117 different kinds of components, parts and materials in the O.E.M. market of electrically or electronically operated products is offered by *Electrical Manufacturing.*

8486. *Original Equipment Market for Machine Drive Components.*

Product applications and market data on gears, gear motors, chain drives, belts, clutches, brakes, bearings, air and hydraulic power devices, etc. are covered, based on a survey of manufacturers of motor-driven machinery and equipment, in this brochure of *Electrical Manufacturing.*

8500. 1959 *Pipeline Construction; Forecast for* 1960.

In a special edition of *Petroleum Engineer,* data on proposed or planned pipeline construction for 1960 is given, categorized by crude, products and gas lines, and including names and locations of builders, miles, size in inches of lines, location of lines, and completion dates.

8501. *The Oil and Gas Industry.*

A media folder issued by *Petroleum Engineer* for management includes data on capital expenditures planned by the petroleum industry for 1960 and the purchasing pattern generally followed in the oil and gas industry.

8502. *Twin-Power Coverage of the Drilling & Producing Market.*

A look at the 1960 market in drilling-producing, covering drilling projections, footage estimates, and producing forecasts, is given in a booklet published by *Petroleum Engineer.* Also included is data on ownership of drilling rigs, buying titles in the drilling and producing market, and the products and services they buy.

8503. *Twin-Power Coverage of the Oil & Gas Pipeline Market.*

A folder issued by *Petroleum Engineer* gives projected figures for pipeline construction by type of line (crude, product, or gas), comparisons with 1959 statistics, major pipeline operating companies' expenditures on new cross-country lines, and equipment and services they buy.

8504. *Twin-Power Coverage of the Refining & Gas Processing Market.*

The 1960 outlook for this industry, including demands for refined products, current and projected refining, capacities, estimated expenditures, and products and services used in refining and gas processing, is available from *Refining Engineer.*

OFFERED AT A PRICE

The following items are available at the price listed. Please send your requests for these items direct to the publisher, broadcaster or other type of company offering the material, at the address listed.

Market Facts.

This source book on the LP-Gas industry gives sales by state and end-use; production and sales on major appliances; container and equipment items used in LP-Gas marketing, along with data on production, transportation and storage. $1.50 from Liquefied Petroleum Gas Assn., 11 S. LaSalle St., Chicago 3.

Building Confidential.

Building Construction Illustrated's survey of architects and general contractors on curtain wall design and construction on the use of these materials by regions, and opinions concerning their desirability. Price: 35¢ each in lots of 10. Write to: *Building Construction Illustrated,* 5 S. Wabash Ave., Chicago 3.

1959 *Forum Directory of the* 100 *Biggest Architects, Contractors, Clients.*

A report on the 100 biggest companies includes their effect on dollar volume of architectural design, construction and building contracts, with percentage of dollar totals by types of buildings. Order it, enclosing 25 cents, from *Architectural Forum,* Time Inc., Time & Life Building, New York 20.

Building in the '60s: a $670 Billion Boom.

This forecast of the value of construction through 1969 by building type and private vs. public spending includes a short analysis of major markets plus cumulative totals for construction over the next decade. Price 25¢. Write directly to *Architectural Forum,* Time Inc., Time & Life Building, New York 20.

The New Art of Modernization.

This analysis of the building modernization market includes estimates of national spending, case histories of individual contracts, reports on financing in various areas and effects of renewal programs in several cities. Price 25¢. Write directly to *Architectural Forum,* Time Inc., Time and Life Building, New York 20.

Building the Nuclear Navy . . . 57 Reactors in the Sea.

A complete analysis of the nuclear navy program, including a list of all nuclear-powered ships and their major suppliers is priced at 75¢. Order from *Nucleonics,* 330 W. 42nd St., New York 36, N. Y.

Institutions Ahead.

This report of institutions growth in the 1960-70 decade, including statistical forecasts of new institutions construction, food and beverage sales, total retail sales and total consumer spendable income nationally, by regions and by 231 metropolitan areas, is priced at $3. Order from *Institutions,* 1801 Prairie Ave., Chicago 16, Ill.

Automation . . . A New Challenge to Industry's Marketing Men.

This 48-page, hard-cover source book for market information on automation gives a detailed description of the size, location and potential of the market. Published at $3 by *Automation,* Penton Building, Cleveland 13, O.

50 *Years of Industrial Growth.*

Dun's Review & Modern Industry offers a folder charting "27 compass points" of business, reviewed for the past 50 years as a means of predicting the future of the national economy. It is available at 10¢ per copy from *Dun's Review,* 99 Church St., New York 8.

Integrating Your Transportation for Profit.

A special report to management on the transportation industry, and how new developments in physical distribution affect the market was prepared by *Dun's Review* and is available at 30¢ per copy. Address is 99 Church St., New York, N. Y.

Emotional Factors Underlying Industrial Purchases.

This motivational study of industrial buyers covers some of the unconscious influences which guide purchases in industry. Price is $4 per copy. Order directly from *Steel*—Penton Publishing Co., 1213 W. 3rd St., Cleveland.

Electronic Industries IBM Market Research Files.

Plant and product data from over 4,900 electronic plant locations in the U. S. may be obtained at publisher's rates from *Electronic Industries,* Chilton Publishing Co., 56th & Chestnut St., Philadelphia 39.

Electronic Industries Marketing Guide.

Developed from *Electronic Industries* Census of Manufacturers, this publication gives a state-by-state, county-by-county breakdown of manufacturers in this industry. Available at publisher's rates from Chilton Publishing Co.,

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56th & Chestnut St., Philadelphia 39.

Electronic Industries Marketing Map.

The distribution of electronic plant locations in the U. S. on a county basis with eight major marketing areas detailed in inset maps is offered at $3.50 from Chilton Publishing Co., 56th & Chestnut St., Philadelphia 39.

Profile Study of Today's Electronic Engineer.

Personal data about more than 2,000 electronic engineers describes the statistical makeup of the engineer. Punched on IBM cards for easy cross tabulation, the deck of approximately 2,000 cards is priced at $40. Order from *Electronic Industries,* Chilton Publishing Co., 56th & Chestnut Street, Philadelphia 39.

Material Costs Skyrocket in 12-Year Period.

A survey of well contractors shows how material costs in the well drilling business have jumped in the period from 1945 to 1957. Price: 20¢. Order directly from the *Water Well Journal,* P. O. Box 222, Urbana, Ill.

Our Market for 1960.

A roundup of electronics industry factory sales in 1959 gives forecasts for 1960. It lists sales of consumer, industrial and military end equipment and components, and includes a region-by-region manpower picture with a report on buying and selling abroad in 1960. 75¢ per copy; quantity discounts; from *Electronics,* 330 W. 42nd St., New York 36.

America's Manufacturing Plants.

Based on McGraw-Hill's continuing Census of Manufacturing, this 120-page book presents a statistical analysis by product (refined to four-digit SIC), by location, and by number of employes, of all major manufacturing plants in the U. S. A large U. S. map is included. Price is $25. Published by McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36.

Fast Start to Soaring '60s.

The annual look-ahead survey of food and beverage company presidents for their views on marketing trends and company plans in regard to budgets and sales expected is summarized in this report. Price is 50¢, bulk rates available, from *Food Engineering,* 330 W. 42nd St., New York 36.

How to Build Facts Into Profits.

A survey covering the role of marketing research in the food and beverage industries, what is spent on it, how it is organized and expected objectives is available at 50¢, bulk rates on request, from *Food Engineering,* 330 W. 42nd St., New York 36.

Profit Guide for Construction 1960-1970.

This 36-page reprint evaluates trends which will affect construction volume and types of work in the sixties, and includes four special reports on profit-making trends in management, projects, maintenance and buying. Price is 50¢. Order from *Construction Equipment,* 205 E. 42nd St., New York 17.

Construction Marketing Map.

A map of the U. S., identifying the 307 counties that account for 65% of the construction market, is based on population data. Percentages are given for each region, state, major county and major city. Price is $2. Order from *Construction Equipment,* 205 E. 42nd St., New York 17.

Key Industrial Markets.

This reprint will show where the new markets are developing, and will include a map. It will show regional shifts, rate of growth, and number of manufacturing plants in key industrial markets, also value added and number of employes for each area. To be published in July. Write directly, enclosing 20¢ per copy, to *Dun's Review,* 99 Church St., New York 8.

Sources of Supply—Recognition Study.

A study of the buying influence of electromechanical engineers with respect to various classes of electronic, mechanical and electromechanical components and systems will be available in July at $20 per copy to those other than advertisers from *Electromechanical Design,* 1357 Washington St., West Newton 65, Mass. Free to advertisers.

SOON TO BE PUBLISHED

8447. *New Dimensions for the Railroad Market.*

An analysis of what's been happening in the railroad market since the end of World War II, with emphasis upon the effect improved technology has had upon the railroad industry as a market will be available in June from *Modern Railroads.*

8449. *Basic Marketing Map of Metalworking.*

A six-color map showing the industrial areas in states accounting for over 90% of metalworking's plant employment. Areas are shown in large scale with 1960 figures for the number of plants with 20 or more employes and number of employes in these plants. To be published in September by *Iron Age.*

8450. *Who Buys in Metalworking.*

This guide to the *Iron Age's* National Analysts Buying-Influence Study provides information on the factors that make a buying decision in the metalworking market. It will be published in June.

8451. *How Metalworking Buys.*

A summary of the major findings from the metalworking buying-influence study conducted for *Iron Age,* covering who the buying influences are, where they are, what they buy and their roles in purchases, will be issued in June.

8452. *Product Study: Electric Motors and Controls in OEM Application.*

This report covering the factors considered important in selection, major sources, and executive buying influences in the purchasing of electric motors and controls for OEM will be published in June by *Iron Age.*

8453. *Basic Marketing Data on Metalworking.*

This summary of 1960 metalworking plant and employment data based on new SIC codes shows actual employment figures for plants in each industry with 20 or more, and 100 or more employes. Statistics are summarized nationally, by states and industrial areas. Available in September, from *Iron Age.*

8454. *13th Annual Report of Gas Industry Construction Budgets.*

An analysis of the gas industry market for products and services in 1960, with budgets of 226 gas companies broken down in detail by companies and categories, showing how much these companies will spend and how they will spend it. To be issued in May by

Use the Coupons in Requesting Data

Available Market Data—Industrial

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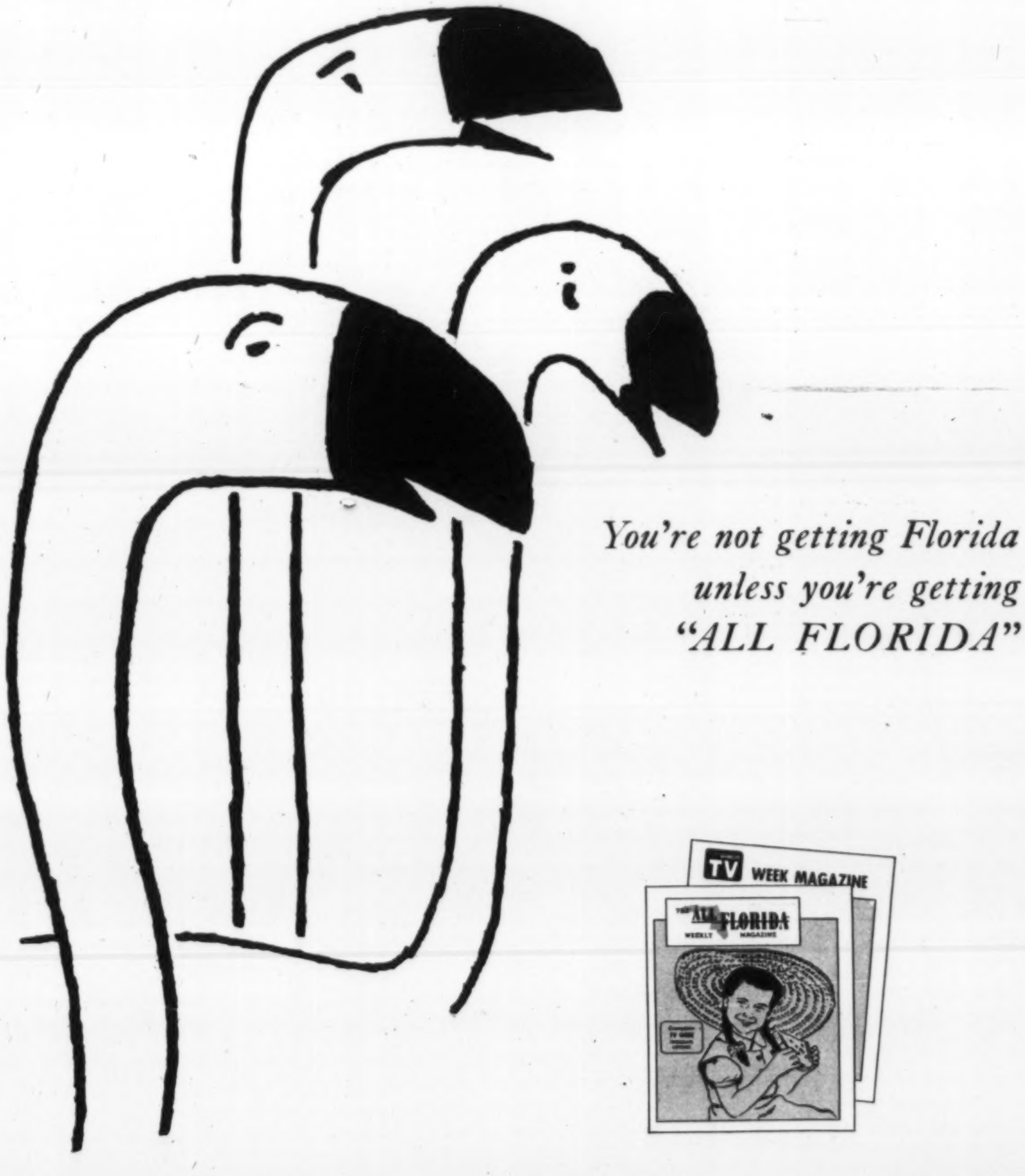

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DETROIT 2, 7-268 General Motors Building, Tel: TRinity 5-1803, John F. Cole, Mgr. PHILADELPHIA 7, 12 South 12th Street, Tel: WAlnut 2-3555, Robert Hitchings, Mgr.
SAN FRANCISCO 4, Russ Building, Tel: YUkon 1-1281, Louis J. Rubin, Mgr. ATLANTA 3, 411 Glenn Building, Tel: MUrray 8-3988, J. D. Whitehead, Mgr.

Available Market Data—Industrial

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Gas.

8455. *1960 Marketing Guide.*
A booklet discussing the marketing characteristics of the coal mining industry in detail, the industry outlook, significant marketing factors and equipment application will be published in June by *Coal Age*.

8456. *Food Service Equipment.*
This statistical abstract deals with types, sizes and brands of food service equipment installed in award-winning institutions kitchens and may be used as a basis for projections of future equipment requirements of institutions. It will be published in July by *Institutions*.

8457. *Guide to Lighting Market.*
The results of a survey among 600 electrical contractors on lighting fixture purchases will be published in June by *Qualified Contractor*.

8458. *Key to $10 Billion Electrical Construction Market.*
An analysis of the electrical construction and maintenance markets in the 12 fields electrical contractors operate, with special emphasis on important transition trends that indicate a changing market will be offered in May by *Qualified Contractor*.

8460. *Analysis of Federal Government's $8.3 Billion Expenditure for Transportation in* 1961.
The federal budget for fiscal year ending June, 1961, has a figure of $8.3 billion to "buy, provide and promote transportation." A detailed breakdown of this expenditure by agency and category will be available in May from *Traffic World*.

8462. *A Major Report on Yard Handling Equipment.*
A survey including extensive inventory data on various types of yard handling equipment, motive power, horsepower, capacities and attachment will also give estimated future expenditures. All tabulations will be by SIC groups. To be published in August by *Modern Materials Handling*.

8463. *Hoists.*
Tabulations by SIC groups will cover inventory data on hand, electric and air hoists, usage by size, classes and type of use, brand preference, suggested improvements, estimated expenditures and accessories in use. Ready in August from *Modern Materials Handling*.

8464. *Combination Heating and Air Conditioning Units Study.*
A report showing architects' specification practices and preferences in regard to combination heating and air conditioning units will be published in June by *Architectural Record*.

8465. *A Market Study on Electric Space Heating.*
A study conducted among 3,000 electrical contractors to determine the buying attitudes and preferences of the electric space heating market will be available in June from *Electrical Construction & Maintenance*.

8466. *Oil and Gas Well Drilling, Completing and Servicing Market.*
A report to assist manufacturers, suppliers and technical service companies in selling equipment and services to the oil and gas industry includes buying power figures for equipment and services. To be published in July by *Drilling*.

8467. *Rig Census.*
Ownership of drilling rigs among contractors and operators, type of rig foundation, depth capabilities, type and distribution of rig power, contractor and operator rig distribution and quantity of equipment and geographical location will be available in August in a report by *Drilling*.

8468. *Tool & Die Steels Study.*
An analysis of the quantative requirements as well as the expected trends in the applications and uses of all forms of tool and die steels will be available in July from *Steel*.

8469. *Replacement Electric Motor Study.*
Electric motor likes and dislikes of the major metalworking industry users will be tabulated by four-digit SIC classifications in this report from *Steel* to be available in July.

8470. *Original Equipment Manufacturers Electric Motors Study.*
A study of the 50 major four-digit SIC codes accounting for approximately 70% of the original equipment usage of electric motors will show the industry's needs in electric motors and indicate trends. To be published in May by *Steel*.

8471. *Market Surveys.*
Three separate market surveys are being prepared by *Contractors' Electrical Equipment* and will be published in October. They describe the following products, where and how they are bought and used by electrical contractors: (1) wire and cable, (2) conduit, ducts and raceways and fittings and (3) lighting.

8473. *A Profile of Buyers in the Ceramic Market.*
A survey conducted among readers of *Ceramic Age* shows specific buying interests by title and job function for materials, equipment and machinery. Will be published in May.

8474. *Furniture and Woodworking Industries.*
A report containing statistics on annual consumption, application, sources and purchasing patterns for adhesives; finishes; decorative laminates; portable electric and pneumatic tools and types of wood, principal products, size of markets and number of employes in furniture and woodworking will be offered in June by *Industrial Woodworking*.

8476. *Wyoming Oil and Gas Industry.*
The *Rocky Mountain Oil Reporter's* annual Wyoming issue will provide a roundup of oilfield production data, company by company and field by field. Every phase of the industry is covered in this review, which will appear in May.

8477. *A Survey on Paints and Finishes.*
A study of architects, contractors, building owners and managers and interior designers on trade practices and customer requirements and opinions on the planning, selection, specification and purchase of paint and wall coverings for nonresidential buildings will be published in June by *Architectural Forum*.

8478. *Hydraulic and Pneumatic Marketing Report.*
A report on specifying and buying influences in the application of fluid power equipment to manufacturing and processing equipment shows method preferences, types used and recommended improvements by plant size and industry. It will be published in May by *Automation*.

8479. *The Market for Electrical and Electronic Insulation Materials and Insulated Wire and Cable.*
A survey of industrial users will show what percentages of the value of finished products are represented by insulation materials, wire and cable, and other materials and parts, labor, overhead and profits. Percentages will be shown by SIC codes or NEMA groupings in the report, to be published in September by *Insulation*.

8480. *Concrete Data.*
This brochure from the *Journal of the American Concrete Institute* will show percentages of readers in different job classifications and primary job responsibilities and total numbers in each title group within each employer category. Available in May.

FIRST RATINGS!

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SEATTLE
25.5 Pulse/Oct. 1959
4-station market

MIAMI
19.3 ARB/Oct. 1959
3-station market

BOSTON
17.4 ARB/Oct. 1959
3-station market

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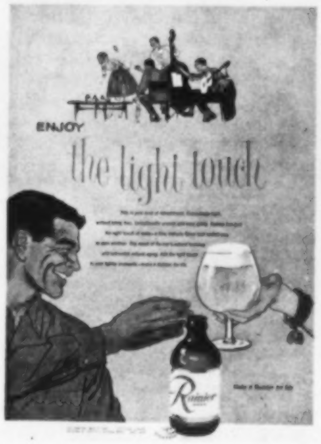


REFRESHMENT—*Rainier Brewing Co., Seattle, is running its spring campaign in 51 dailies and 78 weeklies in Washington, Oregon, Idaho, Montana, Hawaii and Alaska. The same "light touch" theme will be used in tv and radio musical spots and on outdoor posters. Miller, Mackay, Hoeck & Hartung is the agency.*

MADELINE GEORGE

NEW YORK, April 12—Madeline George, 58, a copy and publicity writer for Edward L. Wertheim Associates for more than 11 years, died at her home in Douglaston, Queens, of a heart attack.

Miss George joined the agency in 1945 and four years later married its president, Edward L. Wertheim. She had been editor of the *Satellite*, a publication of the committee on religion of the Swedenborg Foundation, a Wertheim client, for more than a year and a half.

LEON KELLEY

WEST ISLIP, N. Y., April 12—Leon Kelley, 65, exec vp of Roberts & Reimers, New York, died April 6 of a heart ailment at Good Samaritan Hospital here.

Mr. Kelley joined the agency as copywriter in 1938 and was named copy chief a few years later. He became account executive for Startex and Spartan Mills; he was named a vp in the late 1940s, and subsequently exec vp.

WILLIAM DOERR

BUFFALO, April 12—William Doerr Jr., 66, a broadcasting industry veteran, and former general manager of WEBR, Buffalo radio station, died March 27 in his home here.

A native of New York City, Mr. Doerr joined the WEBR staff as sales manager in 1929. He became station manager in 1951 and retired from that post in 1957. He continued as administrative assistant to manager David F. Leopold until retirement in January, 1959.

He served as president of the New York State Assn. of Radio & Television Broadcasters in 1958, and in 1954 was a member of the NAB's am radio committee.

ALLAN E. SHUBERT

NEW YORK, April 12—Allan E. Shubert, 62, founder of the Philadelphia publishers' representative company bearing his name, died March 23 in New York. He also was board chairman of Religious Publishing Co., Jenkintown, Pa.

Mr. Shubert started his advertising career in 1919. He had directed the representative company for more than 18 years. His son, William B. Shubert, will continue in his father's place.

ERNEST H. TURNER

ST. LOUIS, April 12—Ernest H. Turner, 75, retired vp and a director of D'Arcy Advertising Co., died April 1, after a long illness. A bachelor, Mr. Turner came to St. Louis in 1908 from Brockville, Ont. He joined D'Arcy as an artist and later headed the company's art department. He was one of the developers of the Coca-Cola advertising. He retired in 1950.

DON BENNETT

STAMFORD, CONN., April 12—Don Bennett, editor of *The Photographic Society of America Journal* and a former agency account executive, died April 6 following a heart attack at Stamford Hospital. He was 57.

Mr. Bennett, who edited the society's publication for eight years from his home, was with Shappe-Wilkes, New York, as a copywriter and account executive in the late 1940s.

PAUL WILLSON

BOOTHBAY HARBOR, ME., April 12—Paul W. Willson, 72, former business manager of *Boys' Life* for 26 years, died of cancer April 8 at St. Andrew's Hospital. Mr. Willson joined the magazine's advertising staff in 1914 and was named business manager in 1927. He retired in 1953.

Chicago Asks CTA to Remove Congress Expressway Signs

Chicago Transit Authority has been ordered by the city to remove advertising signs on five rapid transit stations located along the median strip of the Congress Expressway (other stations on the expressway have no advertising). The city says they violate an ordinance banning signs within 400′ of an expressway. The CTA, which said it was turning the order over to attorneys for study, said removal would cost about $4,000 in ad revenue annually.

Comstock Appoints Four

Comstock & Co., Buffalo, has added four persons to its creative staff: William W. Rose, senior script writer, who formerly was copy and tv supervisor with Grant Advertising and Campbell-Ewald Co.; Robert F. Crawford, tv producer, previously with Procter & Gamble; Mitchell Cohan, copywriter, formerly of Terre Haute, Ind., and Sean Cassedy, market researcher, previously with Anthony B. Cassedy Associates.

Bird Named Senior VP

Johnston Bird has been promoted from vp in charge of creative services to senior vp of Dickie-Raymond, Boston direct mail company.

prominent
MAIL ORDER HOUSES

for their important color lithography work rely on The Regensteiner Corporation, now celebrating 50 years of service as one of the nation's largest producers of quality color printing.

Our 50th YEAR

REGENSTEINER CORPORATION
award-winning color/black & white lithography
Jackson Boulevard and Racine Avenue
MOnroe 6-4200 • Chicago 7, Illinois
New York office: 520 Fifth Avenue
OXford 7-0167

Ingwerson Strait Rowland

AD ART AWARDS—*Recipients of three grand medal awards for best outdoor advertising posters from the Art Directors Club of Chicago are Louis H. Ingwerson, vp, J. Walter Thompson, bronze medal, for the Committee to Keep New York City Clean account work; Jack Strait, media coordinator, Ford Motor Co., silver media, and Charles Rowland, advertising manager, Morton Salt Co., gold medal.*

Tell Direct Mail Successes to Increase Use, Mailer Advises

NEW YORK, April 12—Better direct mail returns could be obtained if creative people were exposed more to direct mail success stories.

This is a conclusion contained in a ten-page direct mail research study, released by M. R. Reports Inc. this week.

The study presents 11 case histories, including this one:

A contact lens dispensing company that grew from a single office to 60 offices by reappraising the potential effect of direct mail and other print advertising in terms of expected "goals." Instead of seeking to close sales in print matter as it had previously done, the company found greater success by postponing "closure" and concentrating on encouraging visits to its office. Its ad budget was increased during a five-year period from $25,000 to nearly $3,000,000.

■ The study was sponsored by Motivation Research Associates, which conducted the study, and the Prompt Organization, a mailing and printing service for the direct mail trade.

Emanuel Demby, president of Motivation Research, said the study revealed a basic rule regarding direct mail: "Unless a piece of direct mail furnishes a specific source of gratification to the recipient, he feels no compulsion to read, preserve or respond to it."

M. R. Reports will be continued as a monthly publication covering "various problems in the communications field." Copies will be available at the Prompt Organization, 191 Seventh Ave., New York.

Geyer Gets Rambler in D. C.

The Washington, D. C., Rambler Dealers' Assn. has appointed Geyer, Morey, Madden & Ballard to handle its advertising. This makes the eighth Rambler dealer group serviced by the agency, which also handles the American Motors Corp. account nationally.

Mohr & Eicoff Adds Leonet

Leonet Corp., New York, has named Mohr & Eicoff, New York, to handle advertising for Magic Tan, a new skin tanning lotion. Initial advertising will be in newspapers and spot radio and tv.

Tip of Texas
Test Market

CORPUS CHRISTI

Circulation
91,988 ABC
Represented nationally by
TEXAS HARTE-HANKS NEWSPAPERS
National City Bldg., Dallas
New York Atlanta Chicago

Make hay every day!
No slowdowns or slumps in the rich Tip of Texas

The million happy folks between the Gulf and the Rio Grande net over a billion and a quarter a year from oil, farming, chemicals, shipping and so many other varied sources that they're always ready to buy. Write for market data and sell them through the Caller-Times.

The Corpus Christi Caller-Times

"Made it after all! Didn't take us any time to agree on Huntington-Charleston and WSAZ-TV!"

HUNTINGTON-CHARLESTON is the TV market with obvious vitality sticking out all over it. Couldn't be otherwise with so many of America's vital industries bulging this 68-county Dynamic Circle. Note: this area occupies a healthy chunk of 4 states astride the great Ohio River Valley. Over 2 million people here. Over 440,000 TV homes. Buying power: over $4 billion. It's a market only WSAZ-TV covers—because WSAZ-TV coverage *created* it. Share of market? *Best* of any NBC station in 3-station market in the U.S.A. Call Katz Agency for more reasons why so many advertisers have made a must-buy of Huntington-Charleston and WSAZ-TV.

WSAZ-TV
HUNTINGTON • CHARLESTON

OHIO W.VA. KY. VA.
CHANNEL 3 NBC

Kamin Joins Storer

Donald C. Kamin, previously with the Chicago sales staff of Katz Agency, media representative, has been named midwestern sales manager of Storer Broadcasting Co. He replaces George Lyons, who has been transferred to Storer's New York office to head national sales for Storer's WSPD-TV, Toledo.

Hammond to Church Group

Albert W. Hammond has joined the National Council of Churches of Christ, New York, as director of publications and distribution. He was formerly ad and promotion business manager of *McCall's*.

Frohlich Promotes Hitchins

Robert Hitchins, formerly copy director, has been promoted to account supervisor at L. W. Frohlich & Co., New York. Mr. Hitchins has been with the agency 10 years.

orlando is in the
top ten*
among morning
papers for retail
adv. . . .

1-miami herald 1,900,298
2-l.a. times 1,453,489
3-n.o. times-pic 1,447,786
4-chicago trib. 1,378,532
5-phoenix rep. 1,366,150
6-washington post 1,270,866
7-st. pete times 1,228,333
8-jax times-union 1,047,238
9-orlando sentinel 1,002,328
10-norfolk v-pilot 970,467

ask branham about
orlando sentinel-star

*media records for Jan., 1960

Horton Lawler Geise Harrison Pearl

AD TALK—*Chatting during a series of meetings in Washington of the National Federation of Advertising Agencies are John A. Horton, president of the association, of Horton, Church & Goff, Providence, R. I.; B. R. Lawler, the meeting's host, of Atlantic National Advertising Agency, Norfolk, Va.; George H. Geise, Hood, Light & Geise, Harrisburg, Pa.; Lester Harrison, 1st vp of the association, of Lester Harrison Inc., New York, and John Pearl, managing director of the association, of Los Angeles.*

Dresser Moves to Geyer

Keith Dresser, formerly field merchandising manager of B. T Babbitt Inc., has joined the recently appointed Babbitt agency, Geyer, Morey, Madden & Ballard, New York, as vp and merchandising manager. Previous to Babbitt, Mr. Dresser was with Pabst Brewing Co. and Colgate-Palmolive Co.

Nabisco Expands Millbrook

National Biscuit Co., New York, has adopted the Millbrook name for the entire soft-baked line of its 14 bakeries. Home Town and NBC were among the previous labels used for these products. Millbrook enriched white bread is an improved product, Nabisco reports.

Agency Names Affiliate

Dix & Eaton, Cleveland advertising and public relations agency, has announced a working relationship with Western Case Histories, Los Angeles industrial photography and reporting company.

Sheaffer Plugs Specialties

W. A. Sheaffer Pen Co., Fort Madison, Ia., is entering the advertising specialty field on a major scale, with the distribution of a 22-page catalog showing various Sheaffer merchandise.

Commerce Study Shows Leading Users of 3rd Class Mail

WASHINGTON, April 12—The $200,000 Commerce Department study of direct mail with which Commerce Secretary Frederick H. Mueller buttressed his contention in a letter to Congress that further increases in third class postage rates are feasible (AA, April 4), shows what any intelligent observer might have surmised, that periodicals are the chief user of third class mail, followed by mail order houses.

However, as summarized in the table below, the study also shows that individuals' use of third class mail between industries can vary significantly. Although the periodical industry leads over all, the average number of pieces used by individual periodicals falls below the average sent out by individuals in some other industries. Motor vehicle manufacturers, for example, lead the field here easily, with 856,994 pieces per mailer, although the industry is down the list, below department stores, food retailers, drug makers, etc.

Drug makers as individuals are second in their use of third class, with 298,181 pieces per mailer, less than half as many pieces as the auto makers. #

Screen Gems Names Zecha

Alwin D. L. Zecha has been appointed Asian sales manager of Screen Gems, with headquarters in Tokyo. Mr. Zecha, a native of Indonesia, joined the company last July after graduating from the Harvard school of business administration. He was previously assistant export traffic manager of Parker Pen Co.

Hawaii Adds TV Station

Hawaiian Broadcasting System, Honolulu, has been granted permission by the Federal Communications Commission to build and operate a translator station in Lihue. When completed about May 1, HBS will have the only statewide network in Hawaii, with six transmitting stations, including KGMB-TV, the parent station in Honolulu.

Lavely Joins Curtis

James H. Lavely has been named advertising manager of Curtis Mfg. Co., St. Louis, producer of air conditioning and other equipment. Mr. Lavely was editor and advertising manager at Diesel Publications, Stamford, Conn.

Ozark Names Katzif-George

Ozark Air Lines, St. Louis, has appointed Katzif-George-Wemhoener Advertising Co., St. Louis, to handle its advertising. Frank Block & Associates is the former agency of record.

Where Bulk Third Class Mail Originated

(1st Half—1959)

Source: Department of Commerce

Industry	No. of Pieces (in Millions)	Postage (in Thousands)	Pieces per Mailer
All U. S.	5,346.6	$115,798	40,679
Periodicals	393.7	8,832	263,345
Mail Order Houses	271.1	6,958	239,276
Chemical & Allied Products (including drugs)	261.3	5,788	165,275
Drugs	138.1	3,126	298,181
Food Retailers	218.0	4,368	36,512
Department Stores	169.1	3,608	69,429
Motor Vehicle Manufacturers	154.3	3,442	856,994
Apparel Retailers	152.1	3,076	22,814
Insurance	129.0	2,576	81,798
Newspapers	128.5	2,896	63,908
Furniture Retailers	128.3	2,576	22,945
Banks & Loan Companies	124.4	3,045	27,830
Book Publishers	124.3	2,563	257,350
Auto Equipment Retailers	93.4	1,918	18,997
Food Manufacturers	73.3	1,579	70,554
Advertising Services	66.7	1,424	78,134
Correspondence & Vocational Schools	65.7	1,314	137,420
Bookstores & Clubs	65.4	1,549	165,511
Machinery Manufacturers (including electrical)	62.7	1,328	35,920
Building Material Hardware Retailers	52.8	1,144	8,617
Duplicating Services	50.4	1,045	35,560

E. F. MacDonald Is Double Winner in Premium Citations

CHICAGO, April 12—The Premium Industry Club presented its 1959 citation awards during the National Premium Buyers Exposition here last week, in five classifications, as follows:

Sales contest plans—Oscar Mayer & Co., Chicago.

Second place, Motorola Inc., Chicago, with E. F. MacDonald Co., Dayton, O., providing the prizes and plans.

Tie-in sales premium plans—RCA Whirlpool Corp., St. Joseph, Mich.; D. O. Klein & Associates, plan and premium; Netedu Advertising, St. Joseph, agency.

Second place, Colgate-Palmolive Co., New York; Lady Fair Pearl Co., plan and premium; Lennen & Newell, New York, agency.

Store traffic incentive programs—Texaco Inc., New York; Cunningham & Walsh, New York, agency; Buddy "L" toy division of Moline Pressed Steel Corp., Moline, Ill., plan and premium.

Second place, Loblaw Groceterias Co. Ltd.; Blue Chip Premium Co. of Canada Ltd., plan and premium; Foster Advertising Ltd., agency. All three are in Toronto.

Self-liquidation programs—Quaker Oats Co., Chicago; West Bend Aluminum Co., West Bend, Wis., premium and plan; Baker, Tilden, Bolgard & Barger, Chicago, agency.

Second place, Continental Oil Co., Houston, Tex.; E. F. MacDonald Co., plan and premium; Weekley & Valenti, Houston, agency.

Dealer incentive plans—Minnesota Mining & Mfg. Co., St. Paul, Amity Leather Products Co., plan and premium; Batten, Barton, Durstine & Osborn, agency.

Second place, Admiral Corp., Chicago; Enterprise Mfg. Co., plan and premium; and Henri, Hurst & McDonald, Chicago, agency. #

Penman-Neil Changes Name

Penman-Neil, Seattle, has changed its name to Northwest National Advertising Agency. The change reflects the agency's status as northwestern representative of the National Federation of Advertising Agencies, to which it was elected in 1959.

NOW-

VERMONT'S #1 FAMILY MARKET BLANKETED BY ONLY 1 MEDIA:

THE TIMES-ARGUS

Barre-Montpelier's average household buying income of $7016 is TOPS in Vermont, where the average is just $5978.*

Formerly it took both the Barre Daily Times and the Montpelier Evening Argus to get full coverage of Barre, granite center of the world, Montpelier, the capital of Vermont, and prosperous Washington County. NOW the two papers have merged, so Vermont's largest evening daily is an even better buy than before.

THE ONLY WAY TO REACH THE PEOPLE IN VERMONT'S BEST FAMILY MARKET IS WITH THE

TIMES-ARGUS

Vermont's Largest Evening Daily

Barre, Vermont

Represented Nationally by Julius Mathews Special Agency

*Sales Management figures

a VERY special magazine . . .

with VERY special readers

AMERICAN ARTIST

A monthly publication featuring inspirational, enlightening articles on techniques of painting, drawing, illustration, commercial and fine art, sculpture and the entire range of creative art. Richly illustrated in color and black-and-white.

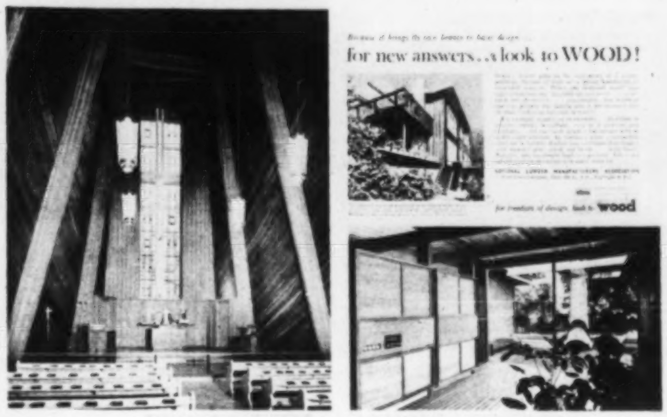
Surveys by Mark Clements Research available on "The Artist as a Travel Prospect" . . . "Art School Market" . . . and "The American Artist Today."

Sample copy, ABC statement, rates available.

AMERICAN ARTIST

Largest Art Magazine Circulation in America!

24 West 40th Street, New York 18 CHickering 4-2878



ARCHITECTURAL—*This spread, part of the National Lumber Manufacturers Assn. 1960 campaign aimed at home buyers, architects, builders and school planners, appears in the April issues of Architectural Forum and Architectural Record and the May Issue of Progressive Architecture. Ads emphasize structural and decorative qualities in basic design. VanSant, Dugdale & Co., Baltimore, is the agency.*

Wine Is Dandy Tension Reducer, Admen Are Advised

SAN FRANCISCO, April 12—The moderate use of wine was suggested to members of the San Francisco Advertising Club last week as a "defense" against the strains and tensions of modern living and the Madison Ave. types of frustrations.

Milton Silverman, medical research director of the California wine industry and former science editor of the *San Francisco Chronicle*, told the adclub that "wine provides a mild but long-lasting relief from emotional tension."

Investigators at Yale University's laboratory of applied physiology, Mr. Silverman said, "placed normal humans under laboratory conditions of extreme stress and found a man's emotional tension index could be reduced by remarkably small quantities of alcohol.

"A slight but distinct drop in the index," Mr. Silverman said, "could be produced by as little as 3 oz. of a California burgundy, or by about the same quantity of plain diluted alcohol.

■ "When larger quantities of wine were administered," continued Mr. Silverman, who holds a Ph.D. in biochemistry, "tension was relieved still further and more effectively . . . without causing intoxication."

But when plain alcohol or beverages consisting mostly of alcohol were used, Mr. Silverman said, "larger amounts not only failed to relieve tension, but, to the contrary, caused tension.

"Plain alcohol," Mr. Silverman explained, "is absorbed quickly into the bloodstream and gives a blood-alcohol curve which looks like the stock market on a bad day. Alcohol from wine, in contrast, passes into the blood more slowly, because of the presence of grape tannins, tartrates, acetates, anthocyanidin pigments and other compounds." #

Axelberg Named Exec VP

Liller, Neal, Battle & Lindsey, Atlanta, has appointed Howard G. Axelberg exec vp. Mr. Axelberg, formerly vp, will continue as account exec and will assume increased administrative responsibilities as head of the newly-formed executive committee.

Kinter Named Ad Director

Joy Mfg. Co., Pittsburgh, has appointed Robert E. Kinter director of advertising and sales promotion, succeeding Roy E. Campbell, who has retired. Mr. Kinter was formerly assistant director of advertising and sales promotion.

IN CANADA... who buys?

No one level of management does all the corporate buying—management buying teams consider, decide on and authorize major purchases. When you advertise in The Financial Post you reach, influence and sell the multiple buying influences—the really important buying teams. The Financial Post is Canada's foremost publication for management. Write for validated facts.

The Financial Post
A MACLEAN-HUNTER PUBLICATION

481 University Avenue, Toronto 2
West Coast representatives in the United States: Duncan A. Scott & Co., San Francisco and Los Angeles.

SOME "APPROACHES" TO SALES AND ADVERTISING MANAGEMENT

The "Whirling Dervish" Approach. Breakfast in Flagstaff . . . lunch in Tacoma . . . dinner in Boston. Earns "E for Effort."

The "Admiral Farragut" Approach . . . very dramatic "Drat the torpedoes, etc." It is always a jim-dandy when it clicks!

The "Rodin's Thinker" Approach. Requires Einsteinian cerebration. Splendid prerequisite for a Featured After-Dinner Speaker.

The "Rumor" Approach. Tremendous suspense and loads of fun. Everyone from the new, temporary office boy can participate.

The "Labor-Conquers-All" Approach. Best for autobiographical purposes, especially if subject was born in a Missouri log cabin.

ACB REPORTS

The "ACB" Approach. Observe the advertising support of retailers—your own and competitive in 1,393 major market centers.

Why the "ACB Approach" makes sense to more than 1,100 companies

ACB Services remove much of the uncertainty and "lost motion" for sales and advertising men.

The condensed factual information contained in these Reports points out strong and weak spots in distribution, sales effort and dealer loyalties, as evidenced by newspaper advertising.

ACB reads every daily/Sunday newspaper advertisement published. As it reads, it "flags" the ads that an ACB client has specified as being of value. Then it tabulates the size and content of these ads into concise reports, if so ordered.

A few minutes with an ACB Report will reveal all the advertising activities of every jobber, retailer or salesman—your own or competitive—in the 1,393 market centers of the country.

Thus, you obtain a clear, coherent picture of what is taking place in each city. For here, hidden from you by a curtain of distance, more money is spent in daily/Sunday newspapers than in magazines, television, radio and outdoor advertising combined!

ACB Report Services are completely factual. They are upwards of 95% complete and accurate. They reach you promptly. They are used by more than 1,100 firms—large and small. The costs of these services are moderate and so divisible that no one is "priced out."

See our 48-page free catalog describing all 14 ACB Services. Or, contact our office nearest you.

ACB
The ADVERTISING CHECKING BUREAU, INC.
New York (10) 353 Park Ave. South • Chicago (3) 18 S. Michigan Ave.
Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave.
San Francisco (5) 51 First St.
ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

Sylvania Sets Push for New 19" TV Set

NEW YORK, April 12—An introductory print and broadcast campaign for Sylvania Electric Products' new 19" television set has been set to break in mid-May.

The television maker will use b&w pages in the May 16 issue of *Life* and the May 21 issue of *The Saturday Evening Post* to introduce its new line equipped with "Bonded shield, reflection-free" picture tubes.

Saturation radio commercials will break simultaneously on NBC's "Monitor," "Emphasis," "You Bet Your Life" and "News of the World" shows. Kudner Agency is handling the campaign.

'Digest' Sets Chilean Edition

The *Reader's Digest* will offer a Chilean edition, beginning in September. The edition will start with a circulation rate base of 90,000 and a basic page rate of $400.

CBS Labs to Muller, Jordan

CBS Laboratories, a division of Columbia Broadcasting System, New York, has named Muller, Jordan & Herrick to handle its advertising. Former agency on the account was Conti Advertising.

WE CAN LOAD YOUR DESK WITH SUCCESS STORIES OF ADVERTISERS WHO USE

THE BURLINGTON FREE PRESS

WRITE US FOR THE FANTASTIC DETAILS!

The Burlington Free Press
• Vermont's Largest Daily •
BURLINGTON, VERMONT

Represented Nationally by
Johnson, Kent, Gaving & Sinding, Inc.

Nestor Smith Patten

ADVERTISING AWARD—*Sherman L. Smith, advertising manager of Bostich Inc., East Greenwich, R. I., manufacturer of staplers and staples, receives Purchasing Week Advertising Achievement Award from Walter W. Patten Jr., New England district manager of the business paper, as James Nestor, Bostich general sales manager, looks on. Award honors Bostich and its agency, N. W. Ayer & Son, for the effectiveness of its advertising in the publication.*

Along the Media Path

As part of its 52-week campaign to draw public attention to the rapidly growing North Jersey area, **WNTA**, Newark radio station, saluted the city of Paterson for three days, beginning April 4. Featured at least twice each hour was capsule information about Paterson and the growth of North Jersey, the fourth largest buying market in the U. S.

• **Radio-Nord**, Rouyn, Que., French-language station, has been named winner of the John J. Gillin Jr. Memorial Award. The award is presented annually to the private Canadian radio station doing the best public service job.

• **Dell Publishing Co.** issued its one billionth copy of a Walt Disney comic book on March 31, "Walt Disney's Comics & Stories," marking a Dell-Disney relationship that began in October, 1940.

• Composition of the television audience according to family income, education, family size and age of the head of the house are reported in a special A. C. Nielsen study conducted for the **Television Bureau of Advertising.** Additional information may be obtained from the Television Bureau of Advertising, 444 Madison Ave., New York 22.

• More than $2,700 in prizes is being offered in a contest co-sponsored by **HiFi/Stereo Review** and 15 of the largest companies in the high fidelity industry. Contestants in the "Reel Stereo Sound Contest," which ended April 15, must identify five musical excerpts and five everyday sounds.

• To honor a distinctive retail program or community service directed to teen agers, **Seventeen**, has inaugurated an annual award to be known as the "Amy" (Award for Merchandising to Youth) which will be presented to one store each year. The award will be presented on June 3 at the publication's "Fall Trends" showing.

• A complete guide to Maine printing specialties and products, "Maine Printing & Publishing Products & Facilities Handbook" has been published by the **Department of Economic Development.** Copies of the directory may be obtained by writing on letterhead stationery to Gautrey J. Musk, Publications, Department of Economic Development, State Office Bldg., Augusta, Me.

• Copies of a teaching guide which suggests ways in which teachers can direct students' interest in the tv show, "Ivanhoe," into various educational channels, literary, historic and artistic, has been prepared by **Screen Gems.** Copies of this guide were recently donated to 600 parochial and public school teachers in Chicago by Community Department Stores, sponsor of "Ivanhoe" in Chicago which recently made its debut on WBKB-TV.

• **Buffalo Evening News** in its May 10th issue will run a special section on "Outdoor Living" which will feature the latest news on summer life. Articles on appliances and home improvement projects will also be included in the section.

• The **Detroit Times** is running a series of ads to celebrate the first anniversary of its "Person-to-Person" want ads feature which offers to private individuals a special rate of one line for one week for $1.90. In addition to the newspaper ads, a heavy radio campaign on five local stations is being conducted.

• The U.S. Treasury Department has presented a citation to WGN, Chicago, for its cooperation in the promotion of the sale of E and H savings bonds.

• The **Milwaukee Sentinel** ran a special 56-page section on the 1960 sports and boat show in its March 20 issue. The section contained a list of show exhibitors, and the program for a stage-tank revue which was presented twice daily throughout the nine-day exhibition.

• The **Houston Chronicle** published its annual cookbook section in its April 17 issue. The section will feature hundreds of specially selected pre-tested recipes for outdoor cooking and barbecuing, breakfast, dinner, supper, snacks, party foods and others. A featured part of the special section are tips on meal planning, better home food freezing techniques and pictures and descriptions of new kitchen equipment and appliances.

• The board of directors of the **Chamber of Commerce** of Greater Philadelphia has cited Philadelphia's 12 stations for their contributions to the community's well-being through the "Sell Philadelphia to Philadelphians" campaign. Cited were WRCV, WJMJ, WFIL, WDAS, WCAU, WFLN, WHAT, WPEN, WHYY, WIBG, WIP and WTEL.

• **Gentlemen's Quarterly** presented a specially prepared white-and-gold bound copy of its March issue, which was devoted almost entirely to Portugal, to Commander Jose Cabral, chief of tourism of the Casa De Portugal.

• All complimentary copies of the April issue of **Sunset Magazine** were mailed in a clear polyethylene wrapper. *Sunset Magazine* says this is the first time a magazine has used this type of envelope for mailing copies.

• The Detroit Academy of Advertising Arts has presented **WJR** with its award for "the best radio programming by a Detroit area station in 1959."

• A special ad-free issue of **Food & Drug Packaging**, featuring last minute news and information on exhibits was distributed at the National Packaging Exposition in Atlantic City on April 4. Advertising was barred to permit maximum editorial coverage of the convention.

• International Silver Co. will run eight consecutive pages showing 79 of its best-selling gift items in the May issue of **Coronet.** This will mark the second multi-page ad by International Silver to run in *Coronet*, the first having run in the December, 1959 issue.

• What daily newspapers throughout Iowa are doing to provide better newspapers in the 1960's for their readers and advertisers is included in a booklet published by the **Iowa Daily Press Assn.** Additional information is available from the Iowa Daily Press Assn., 508 Shops Bldg., Des Moines 9.

FOR COFFEE BREAKS—*Virginia Rogers shows coffee coaster of KABC-TV, Los Angeles, sent to advertising agencies and advertisers. The piece, designed for desk use, reads: "Don't mess up your desk or clients . . . . Put your 'spots' on us."*

• The **Los Angeles Evening Mirror News** published the largest outdoor sports section in its history on March 29, with its 24-page separate magazine section. The fifth annual Outdoor Guide and Sportsmen's Show edition featured latest news on boating, fishing and camping.

• The **Los Angeles Examiner** published its second annual Beverly Hills "Easter Parade" tabloid section on April 3. The 16-page section included articles spotlighting the famous Beverly Hills Annual Easter Parade for the benefit of the Crippled Children's Society.

• The **Herald & News**, Klamath Falls, Ore., has changed its format from eight columns to nine columns, shrinking the columns from 11½ picas to 11 picas.

• **Department of New Laurels:**

Advertising revenue for **U. S. News & World Report** totaled $5,076,500 for the first quarter of 1960, a gain of about $860,000 over the previous year.

American Exporter Publications shows a 6% increase in net advertising income for the first quarter of 1960 over 1959 with a total of $513,149. #

Y&R Names Browne in San Francisco; Other Moves

Young & Rubicam, San Francisco, has promoted Robert Browne to copy chief, succeeding Richard Neely, who has joined Batten, Barton, Durstine & Osborn, San Francisco. Y&R has also added three members: Loren Collard, from Y&R, New York, tv art director; John Trimble, formerly of Baltzer, Conley & Stewart, San Francisco, copywriter; Mason Ingram, from KAFE-FM, Oakland, broadcast copywriter.

Also at Y&R, San Francisco, Vern Leibbrandt has resigned as art director to join Don Wyatt Art Service, and Richard Snider, also an art director, has left to do free lance work. Gale Terry, account executive, and Lou du Charme, traffic director, have been transferred to Y&R's New York office.

Canadian Pacific Airlines to Honig-Cooper and Kraft, Smith

Canadian Pacific Airlines Inc., Vancouver, B. C., has appointed Kraft, Smith & Ehrig, Seattle, and Honig-Cooper & Harrington, San Francisco, to handle its advertising in the western U. S. Honig-Cooper will handle advertising in California, and Kraft, Smith will handle advertising in the Pacific Northwest.

WHY BE GROUCHY?

You'll be a happier ad man when you

USE THE SERVICES OF
CENTURY
ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

Buttenheim Hits 'Costly Refinements' in Auditing Methods

ST. LOUIS, April 12—Five major problems to be faced by industrial advertising were outlined for the Industrial Marketing Club last week by Donald V. Buttenheim, president of Buttenheim Publishing Corp.

One danger, he said, is that "too many of us on both the buyer and seller side are being pressured by a few self-appointed experts into adopting auditing refinements which might possibly help a few, but which most certainly will be extremely expensive for conscientious publishers to meet.

"I refer," he said, "to the recent decision to make only verified or qualified circulation eligible for inclusion in the occupational breakdown on Page 2 of the Business Publication Audit of Circulations statement [AA, Feb. 22]; also the continuing attempt to straitjacket every publisher in either BPA or Audit Bureau of Circulations into exactly the same wording of titles and job descriptions in his occupational breakdown.

■ "I am concerned that at the very time we should be trying to encourage more publishers to join ABC or BPA, we may be forcing some now in to drop out because they wish to avoid the increased expense involved," he said.

Other major problems which Mr. Buttenheim listed included:

- Diversion of advertising away from direct support of salesmen, in favor of "corporate imagery, motivation studies and vague marketing concepts."
- Stiffer competition for the reader's time.
- The tendency of top management (the deciding factor on ad budgets) to drift farther and farther away "from the sales and sales promotion firing line."
- The anti-advertising climate, in which "industrial advertising gets caught in the backwash of charges which often, in all fairness, apply only to the consumer side of the business." #

Maass Named to Study Expansion at Conover-Mast

William G. Maass, vp of Conover-Mast Publications, New York, and publisher of *Space/Aeronautics* and *Business-Commercial Aviation*, has been given the additional responsibility of publication development and company expansion. Mr. Maass' new responsibilities will include the study of "successful properties available for purchase," and of "new markets, fields or functions which are not now being served or in which a superior or different approach could be successful."

AFA Ad Education Book Out

A new "Directory of Advertising, Marketing & Public Relations Education in the U. S." has been published by the Advertising Federation of America, New York. The edition, first since 1951, was edited and compiled by Elon G. Borton, former AFA president and general manager. The 910 institutions offering degree-credit courses are listed by state and are indexed alphabetically. The directory, at $3 a copy, is available from AFA, 250 W. 57th St.

Lee Hotels Maps Drive

Lee Hotels Inc., Los Angeles, operator of eight hotels in California and Arizona, will begin a new ad drive, centering around a direct mail campaign, followed by newspaper, radio and outdoor schedules. Wade Advertising, Los Angeles, is the agency.

Ayer Cup Judges Named

Judging of entries in the 30th annual Ayer Cup competition for newspaper excellence will take place April 19 at N. W. Ayer & Son, Philadelphia. Judges are Raymond Moley, *Newsweek* columnist and author of a syndicated newspaper column; Gilbert Seldes, director of the University of Pennsylvania's Annenberg School of Communications, and Harold W. Wilson, associate professor of typography and graphic arts, University of Minnesota.

Cahn, Avis Agencies Merge

Two Baltimore advertising agencies, Stanley L. Cahn Co. and George Avis Co., have merged under the name of Cahn-Avis Co., with offices at 1 E. 24th St. Mr. Cahn has operated his own agency since 1946; Mr. Avis, since 1957.

POLLY WANTS A
KEEBLER
Keebler
saltines
saltines

FIRST OUTDOOR—*This is one of the posters Keebler Biscuit Co., Buffalo, is using in its first outdoor campaign for its crackers. Using New York State and New England markets, the campaign was introduced in February and will extend through August. Rumrill Co., Buffalo, is the agency.*

'Inside Advertising Week' Set

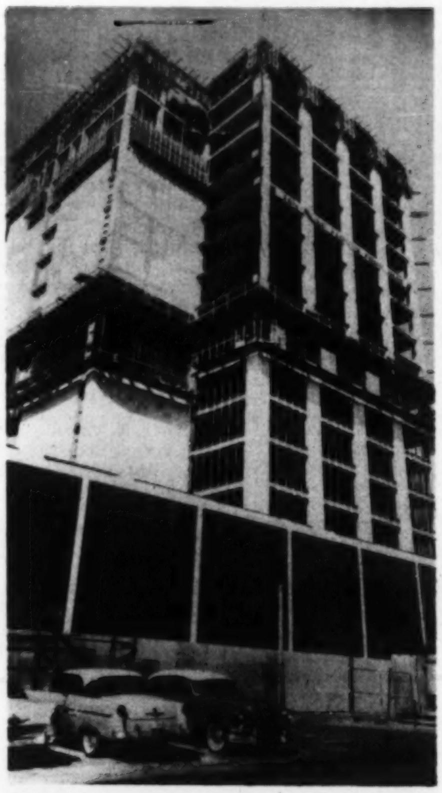
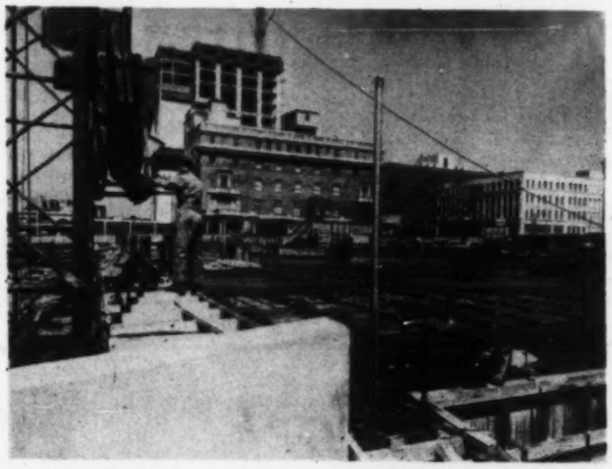
The tenth annual Inside Advertising Week is scheduled for April 17-22, when a group of 60 college honor students from across the country will receive a comprehensive inside look at practical advertising procedures. The week was organized by the Assn. of Advertising Men & Women, New York. More than a dozen companies and advertising organizations are sponsoring this year's events.

Braniff Promotes Jeffrey

Braniff International Airways, Dallas, has promoted John C. Jeffrey to the new post of manager-special sales promotions. He formerly was a sales representative for the airline.

West Bend Unit Names Agency

Hartford division of West Bend Aluminum Corp., Hartford, Wis., has named Pidgeon Savage Lewis Inc., Minneapolis, as its agency. The division makes small gasoline engines.



1
ATLANTA
ONE
MILLION

Peachtree & Walton,
31-story Bank of Georgia

Peachtree & North Avenue,
First National Bank 12-story branch

Peachtree & Baker, 22-story Electric Building

Peachtree & Harris, one million sq. ft. Atlanta Merchandise Mart

FOUR new skyscrapers rise on Peachtree

Atlanta, first city in the deep South to reach one million population in the metropolitan area, continues her phenominal growth. Right now more than $28,000,000 is being spent on four new skyscrapers for downtown Peachtree Street. Serving this burgeoning hub of the Southeast are the South's largest newspapers – The Atlanta Journal and Constitution. Circulation 508,229.

The Atlanta Journal
Covers Dixie Like the Dew
THE ATLANTA CONSTITUTION
The South's Standard Newspaper
Represented by Kelly-Smith Co.

COX NEWSPAPERS—The Atlanta Constitution, The Atlanta Journal, Dayton Daily News, Dayton Journal Herald, Miami News, Springfield Daily News & The Sun

DECISIONS, DECISIONS— *This Alpine commercial was awarded the medal in its class (live action film) in the 1960*

'McCall's,' Doyle Dane Score in N.Y. Art Directors Competition

Jury Votes 11 Medals, 42 Certificates, Honors Four 'Inspiring' Execs

NEW YORK, April 12—Last year it was Doyle Dane Bernbach Day at the Art Directors Club's annual presentation of awards for advertising and editorial art and design. This year, the agency shared the top honors with *McCall's*.

This year nearly 14,000 entries poured into the competition, and from these the jury voted 11 medals and 42 certificates of distinctive merit.

Of these, three medals and four certificates went to *McCall's* art directors and photographers. The club further honored the magazine by presenting a special award to Otto Storch, *McCall's* art director, "for the high standard of creative excellence he has set in his art direction of *McCall's*." The club then paid further homage to the magazine by giving a management award to its editor, Herbert R. Mayes, for "the inspiration and encouragement given to the art directors of *McCall's*, resulting in a dramatically new visual concept for the magazine."

■ The honors heaped on Doyle Dane Bernbach Inc. included four medals and six certificates. The top individual winner here was ex-DDB art director George Lois (now executive art director at Papert, Koenig, Lois) who received two medals and one certificate for ads he worked on while at DDB. Mr. Lois was also the art director for another DDB ad which won a medal for photographer Carl Fischer.

The only other multiple-medal winner was *Holiday*, which received two medals in the editorial art classifications.

The Kerwin H. Fulton medal, a special award for 24-sheet posters, was awarded to Tony Mandarino, of Batten, Barton, Durstine & Osborn, as art director for a poster for the New York Racing Assn.

Besides presenting a management award to Mr. Mayes, the club also voted management awards to:

- Warner S. Shelly, president of N. W. Ayer & Son, "for the continuing inspiration and encouragement given by Ayer to its art directors, resulting in the high standards of excellence in the advertising produced for its clients."

- David L. Luke, president of West Virginia Pulp & Paper Co., "for the inspiration and encouragement given to the art directors of Westvaco 'Inspirations,' which for years has served as a continuing record of the significant trends in advertising design."

- Frank Pace Jr., chairman of the board of General Dynamics Corp., "for the inspired, integrated design program of General Dynamics Corp., resulting in consistently high standards of excellence in its corporate identity."

■ The following listing of winners includes the advertiser and agency as well as the award winner and his co-workers. In the art classification, the awards were presented to the photographers and artists. In all other classifications, the awards went to the art directors.

Two special awards and 11 Art Directors Club medals were presented to:

Kerwin H. Fulton medal, 24-sheet poster—Tony Mandarino, of Batten, Barton, Durstine & Osborn, art director, for New York Racing Assn. Robert Peak, artist.

Art Directors Club medal special award—Otto Storch, art director of McCall's, "for the high standard of creative excellence he has set in his art direction of McCall's."

Magazine ads, single page, three or more colors—Edson C. Newquist, of Needham, Louis & Brorby, art director/designer for Renault ad. Richard Rutledge, photographer.

Magazine ads, two pages or more, three or more colors—George Lois, art director/designer, for Volkswagen of America ad. Doyle Dane Bernbach, agency. Carl Fischer, photographer.

Newspaper ad over 500 lines—Arnold Varga, art director/artist for Cox's Inc. ad.

Posters, other than 24-sheet—George Lois, art director/designer for A. Goodman & Sons poster. Doyle Dane Bernbach, agency. Carl Fischer, photographer. John Pistilli, artist.

Magazine advertising art, three or more colors, general illustration—Carl Fischer, photographer, for Chemstrand Corp. ad. Doyle Dane Bernbach, agency. George Lois, art director/designer.

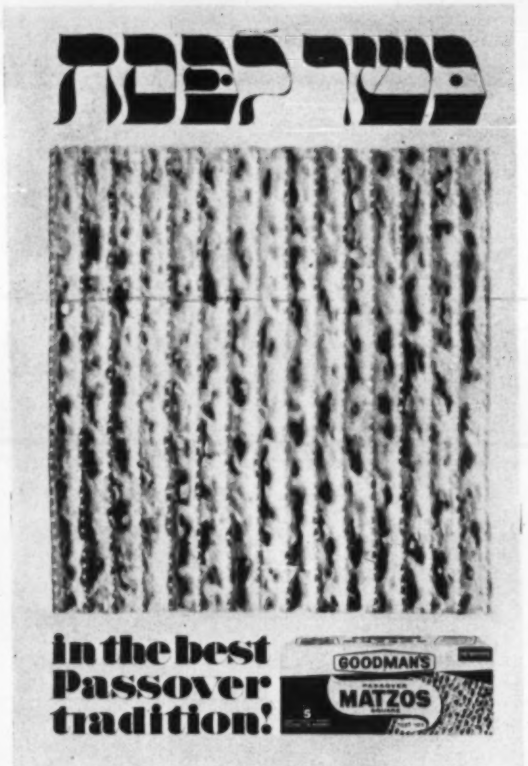
Film, live action—Robert Gage, of Doyle Dane Bernbach, art director/designer for Philip Morris' Alpine commercial. Phyllis Robinson, writer; Ernest Hartman, agency producer; Elliot, Unger & Elliot, production; Mitch Leigh, of Music Makers Inc., music.

Full animation—John Wilson and Stan Freberg, art directors for Instant Butter-Nut coffee commercial. Buchanan-Thomas, agency. Stan Freberg, writer; Emery Hawkins, artist; Dean Spille and Chris Jenkyns, designers; Dennis Farnon, music; Freberg Ltd. and Fine Arts Productions, producers.

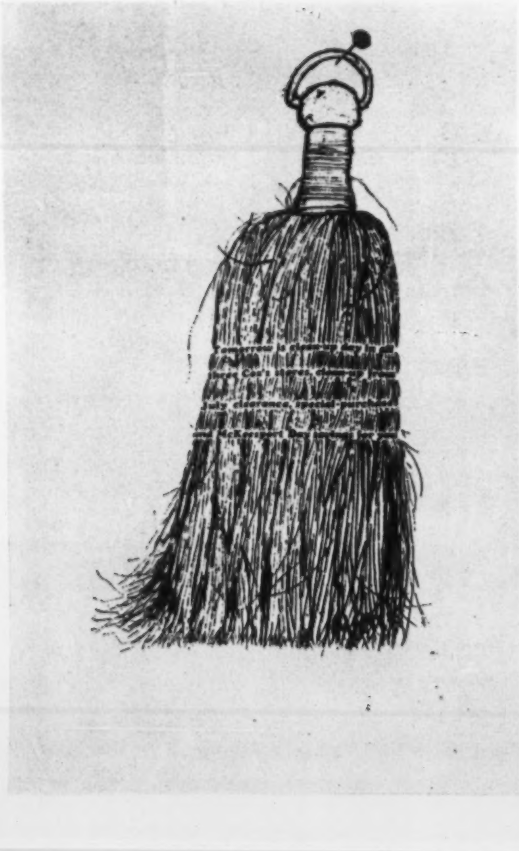
Editorial spread, three or more colors—Otto Storch and William Cadge, art directors/designers for McCall's. Paul Dome Studios, photographer.

Editorial section or insert, three or more colors—Otto Storch and William Cadge, art directors/designers for McCall's. Bert Stern, photographer.

Editorial art, fiction, three or more colors—Andre Francois, artist, for Holiday. Frank Zachary, Louis R. Glessmann, art directors/designers.

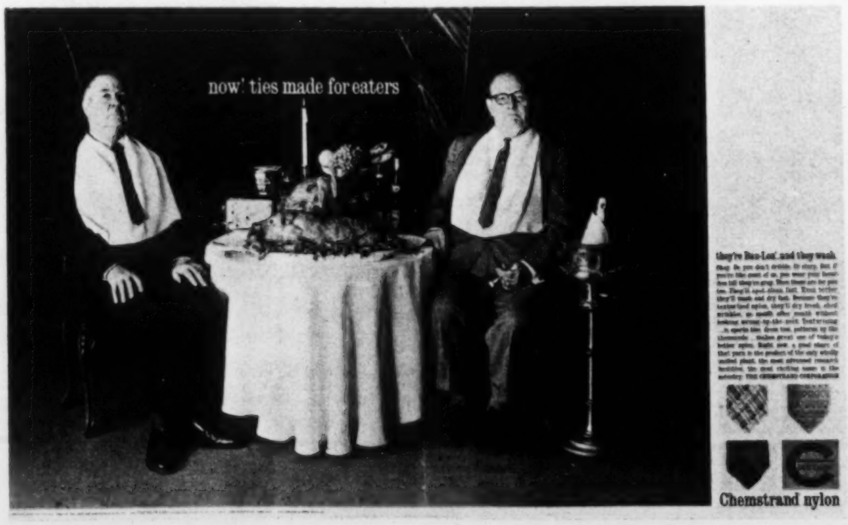


MATZOS—*This ad for A. Goodman & Sons' matzos won a medal for a poster other than 24 sheet.*



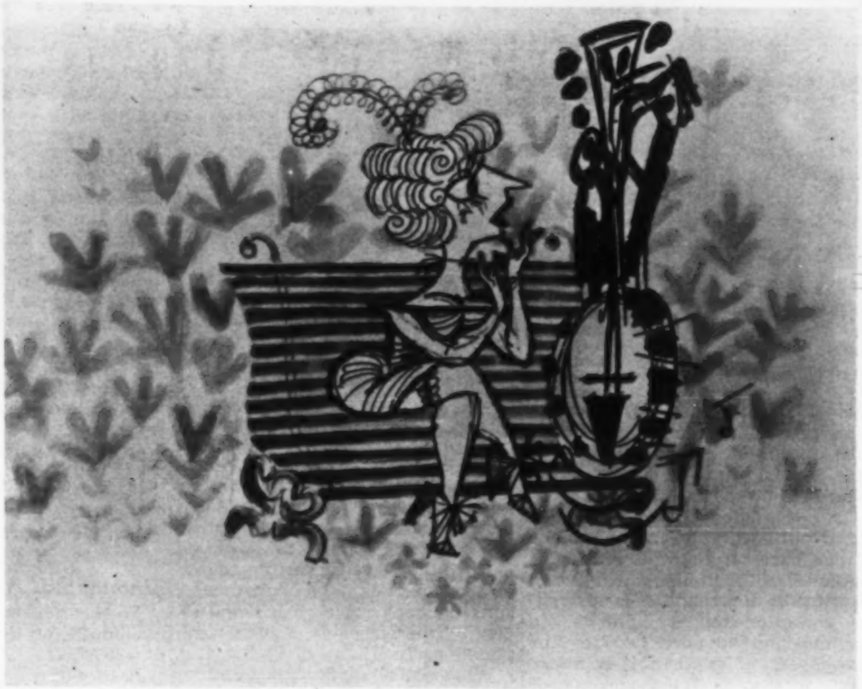
WHISK—*Cox's Inc.'s newspaper ad won a medal for a unit of over 500 lines.*

TRENCHERMAN APPEAL—*This Chemstrand magazine ad was a medal winner.*


now! ties made for eaters
Chemstrand nylon

Fresh Filtration
Alpi
high filtration

Art Directors Club of New York competition.



COME-ON—*This Butter-Nut coffee tv animation film was a medal winner.*

Editorial art, non-fiction, three or more colors, general—Ernest Haas, photographer, for Holiday. Frank Zachary, Louis R. Glessmann, art directors/designers.

Certificates of distinctive merit were awarded to the following:

Magazine ads, single page, three or more colors—Bert Steinhauser, of Doyle Dane Bernbach, art director/designer for Josiah Wedgwood & Sons ad. Arnold Rosenberg, photographer.

Magazine ads, single page two colors or b&w—Helmut Krone, of Doyle Dane Bernbach, art director/designer for Volkswagen of America ad. Wingate Paine, photographer.

Magazine ads, two pages or more, three or more colors—Ralph Ammirati, of Erwin Wasey, Ruthrauff & Ryan, art director/designer for American Cyanamid Co. ad. Raymond Jacobs, photographer.

Newspaper ads over 500 lines—George Lois art director/designer for Philip Morris' Alpine ad. Doyle Dane Bernbach, agency; Carl Fischer, photographer.

Newspaper ads, 500 lines or less—Robert Gage, of Doyle Dane Bernbach, art director/designer for Ohrbach's ad. Wingate Paine, photographer.

Trade ads, full page or more, two or more colors—Mort Rubenstein, art director, for CBS Television Station ad. Arna Lewis, designer; CBS Photos, photographer.

Trade ads, full page or more, b&w—Charles Piccirillo, of Doyle Dane Bernbach, art director/designer for El Al Israel Airlines ad. Raymond Jacobs, photographer.

Booklet, direct mail, three or more colors—Arnold Varga, art director/designer, for Pittsburgh Presbytery booklet. Ben Spiegel, photographer; Federman, Adams & Colopy, artist.

Booklet, direct mail, two colors or b&w—William Golden, art director/designer, for CBS Television Network booklet. Ben Shahn, artist.

Institutional, announcement cards—Paul Kim, art director, for Gifford-Kim Productions. Jean Srebnick, artist/designer.

Point of sale, book jackets, paperbacks—Regina Spirito, art director, for Random House book jacket. Ken Braren, artist; Paul Bacon, designer.

Institutional, annual reports, entire publication—Erik Nitsche, art director/designer/artist, for General Dynamics Corp. annual report. General Dynamics staff photographers.

Institutional, letterheads and trademarks—Louis Dorfsman, art director/designer for Somoroff Photography Inc., with John Pistilli, artist.

Sales presentations or promotion kits—Arnold Saks and James Ward, of Ward & Saks, art directors/designers for Jack Lenor Larsen Inc. kit.

Magazine advertising art, three or more colors, product illustration—Charles E. Kerlee, photographer, for Jaguar cars ad. Cunningham & Walsh, agency. Stephen Baker, art director/designer.

Magazine advertising art, three or more colors, fashion illustration—Bert Stern, photographer, for I. Miller & Sons ad. Irving Serwer Advertising, agency; Art Kane, art director.

Magazine advertising art, b&w, fashion illustration—Erwin Blumenfeld, photographer, for Dayton Co. ad. Bernard T. Grant Agency. Stuart Wells and Bernard T. Grant, art directors/designers.

Magazine advertising art, b&w, humorous illustration—R. O. Blechman, artist, for D'Orsay Sales Co. ad. Jane Trahey Associates, agency; Betty Fraser, art director/designer.

Magazine advertising art, b&w, general illustration—Bert Stern, photographer, for Polaroid Corp. ad. Doyle Dane Bernbach, agency; Helmut Krone, art director/designer.

Newspaper advertising art, general illustration—Hugh Bell, photographer, for National Assn. for the Advancement of Colored People ad. Edwin Hanft & Co., agency; Richard S. Ackerman, art director/designer.

Trade advertising art, product illustration—Becker-Horowitz, photographer, for Aluminum Co. of America ad. Ketchum, MacLeod & Grove, agency; Arnold Varga, art director/designer.

Trade advertising art, humorous illustration—Raymond Jacobs, photographer, for WCBS Radio ad. Louis Dorfsman, art director; Louis Dorfsman and Joseph Schindelman, designers.

Trade advertising art, general illustration—Robert Frank, photographer, for New York Times ad. Louis Silverstein, art director/designer.

Poster art—Toni Frissell, photographer, for National Cystic Fibrosis Research Foundation poster. Michael Wollman, art director/designer.

Booklet, direct mail art, three or more colors—R. O. Blechman, artist, for Columbia Broadcasting System booklet. Louis Dorfsman, art director; Louis Dorfsman and Joseph Schindelman, designers.

Film, live action—Stephen Frankfurt, of Young & Rubicam, art director, for Johnson & Johnson commercial. William Schnurr, writer; Irving Penn, photographer; On Film Inc., producing company.

Full animation—Alex Anderson and Fred Crippen, of Guild, Bascom & Bonfigli, art directors/writers for Rival Dog Food Co. commercial. John Marshall, artist; Fred Crippen, John Marshall, designers; Pantomine Pictures, producing company.

Full animation—Saul Bass & Associates, art director, for Olin Mathieson Chemical Corp. commercial. D'Arcy Advertising Co., agency. Saul Bass, designer; Bill Melendez, Art Goodman, Lou Stouman, Playhouse Pictures, Sacramento Peak Observatory, and Air Force Cambridge Research Center, artists; Elmer Bernstein, music; Playhouse Pictures, producing company.

Editorial page, three or more colors—Allen F. Hurlburt, art director/designer, for Look Magazine. Cal Bernstein, photographer.

Editorial spread, three or more colors—Albert Greenberg, art director/designer, for Gentlemen's Quarterly. Robert P. Smith, designer.

Editorial section or insert, two colors or b&w—Robert Benton, art director, for Esquire. Milton Glaser, artist/designer.

Magazine covers, consumer magazines—Henry Wolf, art director/designer, for Harper's Bazaar. Richard Avedon, photographer.

Magazine covers, trade magazines—Samuel A. Dalton, Mel Richman, art directors, for Poor Richard's Almanack, published by the Poor Richard Club. Nicolas Tridemas, Mel Richman Inc., designers; Tom Meehan, photographer.

Editorial art, non-fiction, three or more colors, food—Anthony Cutroneo, photographer, for McCall's. Otto Storch and William Cadge, art directors/designers.

Editorial art, nonfiction, two colors or b&w, fashion—Richard Avedon, photographer, for Harper's Bazaar. Henry Wolf, art director.

Editorial art, nonfiction, two colors or b&w, general—Culver Service, photographer, for McCall's. Otto Storch and William Cadge, art directors/designers.

Magazine cover art—Richard Avedon, photographer, for McCall's. Otto Storch and William Cadge, art directors/designers.

Company magazines, house organs—Charles Tudor, art director for "The Lamp," published by Standard Oil Co. (New Jersey). Harvey Schmidt, artist.

Editorial art, fiction, three or more colors—Tom Vincent, artist, for Seventeen. Joan Fenton, art director/designer.

Editorial art, fiction, two colors—Saul Lambert, artist, for Escapade Magazine, published by Bruce Publishing. John Berg, art director/designer.

Editorial art, fiction, b&w—Leonard Baskin, artist, for Esquire. Robert Benton, art director.

Editorial art, non-fiction, three or more colors, fashion—Bert Stern, photographer, for McCall's. Otto Storch and William Cadge, art directors/designers. #

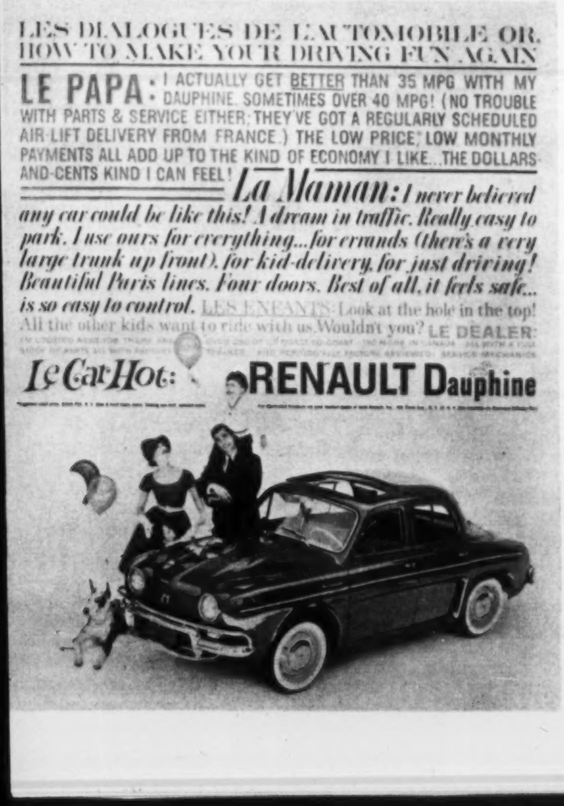
Herbert Mayes

Warner Shelly

David Luke

Frank Pace Jr.

DIT PAPA—*This Renault unit was a magazine ad winner.*



LES DIALOGUES DE L'AUTOMOBILE OR, HOW TO MAKE YOUR DRIVING FUN AGAIN

LE PAPA: I ACTUALLY GET BETTER THAN 35 MPG WITH MY DAUPHINE. SOMETIMES OVER 40 MPG! (NO TROUBLE WITH PARTS & SERVICE EITHER; THEY'VE GOT A REGULARLY SCHEDULED AIR-LIFT DELIVERY FROM FRANCE.) THE LOW PRICE, LOW MONTHLY PAYMENTS ALL ADD UP TO THE KIND OF ECONOMY I LIKE...THE DOLLARS-AND-CENTS KIND I CAN FEEL!

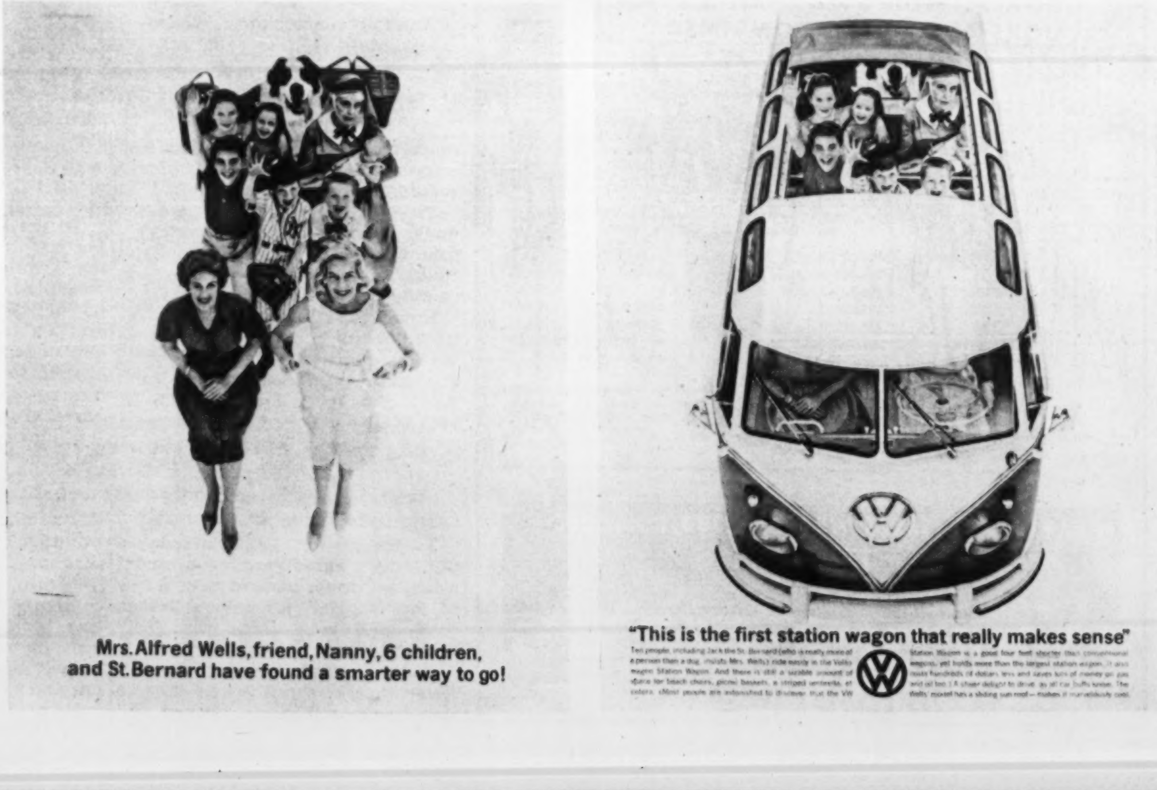
La Maman: I never believed any car could be like this! A dream in traffic. Really easy to park. I use ours for everything...for errands (there's a very large trunk up front), for kid-delivery, for just driving! Beautiful Paris lines. Four doors. Best of all, it feels safe... is so easy to control.

LES ENFANTS: Look at the hole in the top! All the other kids want to ride with us. Wouldn't you?

LE DEALER:

Le Car Hot: RENAULT Dauphine

FLIP-TOP BUS—*This Volkswagen ad won a top medal for a magazine color spread.*



Mrs. Alfred Wells, friend, Nanny, 6 children, and St. Bernard have found a smarter way to go!

"This is the first station wagon that really makes sense"

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Small Print Adds to Misleading Nature of Ad

To the Editor: Your editorial on the Eastern Airlines ad was terrific (AA, March 28).

One item in that ad that you may have overlooked, because it struck me when I read it in its full size, was the very, very small print [about half way down].

It says, in effect, that this price is not available until after April 20. This, in view of the fact that the ad was running as early as the middle of March, seems to be really misleading—considering the size of the type face.

It is hard to tell you how much your publication means to me as a home base for internal communications for the industry each week. Sure it is informative as to what is going on but it is also both primer and advance text for the neophyte and pro in this business. Incidentally, I still consider myself the former.

Perry L. Brand,
Clinton E. Frank Inc., Chicago.

• • •

In England, Image Building Is Scaled to Modest Proportions

To the Editor: Our soberer magazines seem to carry more and more of what I believe are known as corporate image-building campaigns. This sort of thing goes on in England, too, but where our corporate slogans tend to be cosmic statements carved, possibly by Major Hoople, from the fattier tissues of the dictionary ("Progress Is Our Most Important Product," "A Hand in Things to Come," "Making Ideas *Work* Automatically," "Better Things for Better Living . . . Through Chemistry") the English corporation manages to remember that the audience for its story is one person in an arm-chair. It doesn't orate; it converses.

In proof of which let me quote from a recent Imperial Chemical Industries ad announcing a new plastic called Alkathene (for dishes that won't break, water pipes that won't burst, etc.). "In spending £15 million a year on the search for . . . materials like Alkathene," runs the copy, "I. C. I. is doing its best to iron out some of life's complications."

What a nice, modest corporation! Not forever Doing Big Things but simply doing its best. Take note, Hoople, up there in Schenectady—or was it Wilmington?

D. M. Marshman Jr.,
Bridgeport, Conn.

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

• There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER—now with quarterly revisions. 100% accurate. 352 p.p.—$25.00. Send for your copy today!

BACON'S
CLIPPING
BUREAU
14 E. Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

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ABC Roster Hits 3,875 Total

To the Editor: On Page 51 of your April 4 issue, ADVERTISING AGE reports the election of 55 new members of the Audit Bureau of Circulations since the first of the year, "bringing its membership total to 1,058."

Actually, the 55 new members referred to include 39 national advertisers and 16 advertising agencies, bringing the combined membership of these two divisions to 1,058.

While we are encouraged by the increased interest of advertisers and advertising agencies in the Audit Bureau's work during the first quarter of this year, we are also proud of the participation of ABC's 2,817 newspaper, business publication, magazine, farm publication and associate members.

The 55 new members bring ABC's total membership to 3,875.

C. O. Bennett,
Director, Informational Services, Audit Bureau of Circulations, Chicago.

To Tell the Truth . . .

To the Editor: "What is truth? said jesting Pilate and would not stay for an answer." Ever since Bacon's day, wise men have been wondering.

I enjoyed and agree with James Woolf's article urging moderation, even in truth (your issue of March 21). My only quarrel is with his materialistic—and incorrect—conclusion: "Truth is only truth when it is believed." Am I being over-semantic in suggesting this would be better as "Truth is only *useful* when believed?"

Irving K. Marks,
Vice-President, Frank Best & Co., New York.

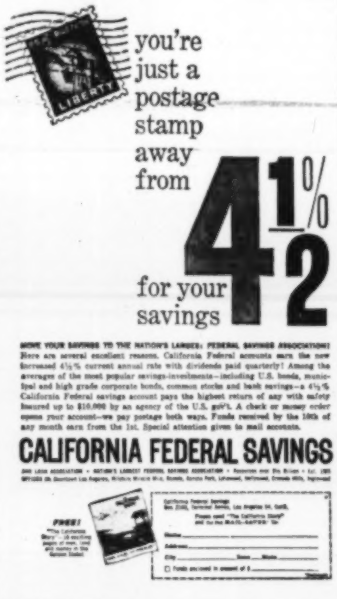
• • •

'Unthinking Ad' Nominated

To the Editor: Perhaps this is a candidate for the "Unthinking Ad of 1960."

At a cost of many hundreds of dollars, it appeared March 31 in the *Wall Street Journal*.

Perhaps *Journal* readers use only metered mail, or perhaps some art director neglected to think that the depicted liberty stamp is an outmoded three-center. A small point perhaps.


you're just a postage stamp away from
4½%
for your savings
LIBERTY

MOVE YOUR SAVINGS TO THE NATION'S LARGEST FEDERAL SAVINGS ASSOCIATION! Here are several excellent reasons. California Federal accounts earn the new increased 4½% current annual rate with dividends paid quarterly! Among the averages of the most popular savings-investments—including U.S. bonds, municipal and high grade corporate bonds, common stocks and bank savings—a 4½% California Federal savings account pays the highest return of any with safety insured up to $10,000 by an agency of the U.S. gov't. A check or money order opens your account—we pay postage both ways. Funds received by the 10th of any month earn from the 1st. Special attention given to mail accounts.

CALIFORNIA FEDERAL SAVINGS

Yet, it is the very kind of unthinkingness which can make, even sophisticated *Journal* readers wonder if advertising men are also good business men.

W. F. Randolph,
Randolph Associates, Wellesley, Mass.

• • •

Here's Rank's Right Address

To the Editor: Thank you so much for the item on the new thin unbreakable Rank Audio plastic record (April 4).

The pliable disk has created much interest in the advertising, premium and sales promotion fields, and requests are already coming in for further information.

However, a linotype gremlin resulted in an incorrect address, so we do hope you will be good enough to run a correction. Rank Audio Plastics is located at 25 W. 56th St., New York.

Trudy Stamm,
Ruder & Finn, New York.

• • •

Our Poker Face Is Red

To the Editor: Last Saturday I put my skindiving equipment aside, sat down instead with a few of the "sharks" for several hands of poker. Came away with four "fins," too.

Today I find George Johnson's letter in [the April 4] AD AGE re *Architectural Forum's* "Poker ad." To allay poker-fan Johnson's fears, we are not trying to rewrite the poker rules.

Our explanation is simple: The poker-faced man in the ad is me, or it's Johnson, or it's anyone who stopped (and apparently hundreds did) to read the ad. In a word, it's *you*.

So, what's so confusing? Our copy says: "With a possible straight staring you in the face—what would you give for an ace in the hole?" Now, you don't hold the "straight." You hold three aces and a seven. You are *staring* at the straight. (Quite a well known "bluff" stare, too—thanks to Cartoonist Roy McKie.)

Everything coming up aces now, George? Good.

Yes, we know. If you held a buried seven, a "full house" would beat a straight, too. But we needed another ace for the analogy in our copy.

Nicholas Benton,
Promotion Manager, *Architectural Forum*, New York.

Looks as if Mr. Johnson (and our Ed. note writer) drew badly, were bluffed, may now flush.

• • •

Doesn't Like 'epyT esreveR'

To the Editor: Logic is a wonderful thing. Mr. Armstrong, in your March 28 issue, takes a couple of excellent ads as proof of the merit of reverse type.

Will you accept an article about a gorgeous gal with a mole as proof that moles are beautiful?

Richard C. Carr,
Manager, Advertising & Sales Promotion, Chemicals Division, Olin Mathieson Chemical Corp., Baltimore.

• • •

Cowboys, Too, Take Offense at Creative Man's Column

To the Editor: What a strange and unsound diatribe the Creative Man let loose March 28 against Marlboro's and others' cowboys.

His personal knowledge of what a cowboy really is may be quite correct. But what per cent of cigaret smokers have ever seen a live cowboy on the range? Probably less than 1%. That leaves 99% of the smoking public with a cowboy image based on anything from Zane Grey to "Wagon Train." And that means an image of romance, adventure, virility, honor codes, health and American history.

What better image could one wish, to appeal to men smokers? The female appeal seems equally obvious.

That image may be completely inaccurate. So what? Remember, the ad is designed to sell cigarets, not to correct the public's illusions of the West.

I should hate to have to sell the Creative Man a good, imaginative idea for an advertising campaign.

Fred Sailor Harvey,
Akron, O.

•

To the Editor: . . . The man in big hat and boots is one remaining symbol of the qualities and traditions that built America and its heritage—the desire to think and act for oneself, the ability to live independently, the judgment of man for what he is rather than how he appears and a set of values based on what is real and genuine.

Madison Ave., sir, might at times do well to borrow more from the cowboy than his likeness.

You call us the lowest and worst form of masculinity, and you speak with the air of an expert on these levels of humanity. Naturally, we of the cowboy world challenge this statement as ridiculous. Many worlds, especially your own in New York, are far more versed than we at preening, drinking and brawling.

As to "regarding females largely in the herd," our cowlike intellect cannot distinguish the hidden persuader in that term.

You say our surroundings are miserable and that we have no knowledge of genuine enjoyment. Our concept of these things, sir, may well be closer to the American heart than your own, a theory more intelligent admen apparently share.

Lex Connelly,
Managing Director, Rodeo Cowboys Assn., Denver.

•

To the Editor: Surely your organization would arise, en masse, had the cowboy publicly termed your group "flabby members of the third sex writhing verbally in a mire of ignorance"?

Measure to the truth seems, in either instance, equi-distant.

For the gauntlet of criticism flung at advertising we are not prepared to intervene but why fling the cowboy into such a verbal slough? If the Creative Man consistently errs on target his literary talents are balanced easily by four dead flies.

David Stout,
Rodeo Information Commission Inc., Denver.

• • •

Who Put That Rifle in That Itty-Bitty Box?

To the Editor: The ad for Air Express in the April 4 AA leaves several questions unanswered:

- Who holds the lion while you unpack your Cap-Chur air-rifle?
- What happens if you don't happen to have the purchase price in your pocket when the "pain-maddened" beast attacks?
- How do you get that long thin rifle in a short square box?
- Who was the brave unarmed delivery man . . . or was this an air-drop?

Air Express gives sleep-gun fast, kid-glove handling
AIR EXPRESS

- Does Melvin always wait till he's attacked before buying his weapons? (If so, how did he get away from the Senate appropriations committee?)
- How *did* he get that long thin rifle in that short square box?

Joe Meehan,
Manager, Sales Training and Public Relations, Fidelity Interstate Life Insurance Co., Philadelphia.

• • •

This Advertiser Banks on Market Research Findings

To the Editor: Thank you very much for your article on the progress which we have made at Elgin (AA, March 28). I thought your readers might be interested in a postscript to the product story which was so well spelled out.

There was considerable mention of the quantitative market research which we have been doing in order to guide us in determining the kinds of watches which w

(ADVERTISEMENT . . . . . of course.)

I, BEG YOUR PARDON SIR! BUT DID YOU KNOW THAT MORE PAPER BOXES* WERE SOLD THAN ALL LIQUORS AND WINES COMBINED?

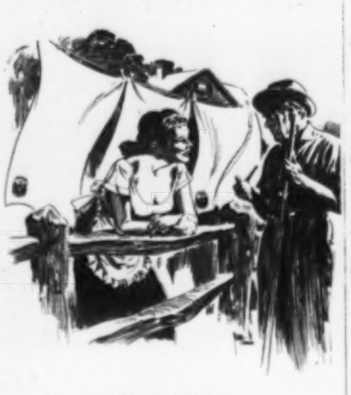
*PAPER BOX SALES WERE $3,000,000,000.⁰⁰
IN 1959
For Further Information on This Growing Market, Contact:

Boxboard
CONTAINERS

6 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS
CEntral 6-3690

369 LEXINGTON AVENUE
NEW YORK 17, NEW YORK
MUrray Hill 3-8432

THREE SPRINGMAID SHEETS IN THE WIND



"There's not a wrinkle in them, so I think I'll let them wave in the breeze all afternoon"

Humor of Springmaid Ads Depresses Mr. Marsh

To the Editor: Springmaid ads are "badder" than ever.

For the amazement of your readers who may not be able to make out the caption (should you choose to reduce the ad for publication), it reads: "There's not a wrinkle in them, so I think I'll let them wave in the breeze all afternoon."

The fact that really depresses, though, is that old master cartoonist Frank Godwin would stoop so low. I'm sure that "Rusty Reilly" of the syndicated comic strip will be shocked.

Please do not print my address. Last time I slighted Springmaid ads in your publication, I received a very nasty letter from a guy who actually *liked* the things.

Guy Marsh,
Chicago.

---

should have in our product line. Besides the quantitative work, we have also been doing a sizable amount of motivational research through Forbes Marketing Research Inc. This has helped us greatly to round out our marketing program by showing us our image and the kinds of things we should be doing to support our product line, how our dealers are reacting and will react to the programs we are carrying out, and most important of all, what we should say in our advertising and how we should present our product in order to create desire in the consumer.

Through our work with Forbes, for example, we found that the names "Sportsman" and "Starlite" were just the thing for a new low-priced line, and our packaging has been redesigned to reflect a more "vital" image.

In summary, we feel that a completely rounded research program using both quantitative and qualitative techniques, and not just the former, has been very important to us in putting together the marketing program which is now starting to show its effect.

W. E. Koch,
Vice-President, Marketing Department, Elgin National Watch Co., Elgin, Ill.

• • •

What Gas Did Losers Use?

To the Editor: Conveniently omitted from the enclosed ad is the answer to the question, "Was any other gas used by any car in the Grand Prix?"

Didn't all the losers all use Amoco?

Robert B. Sackheim,
Maxwell Sackheim-Franklin Bruck, New York.

Sebring Grand Prix won with Amoco-Gas

AMOCO
Economy starts here!

• • •

Everyone Is an Expert in Advertising, of Course

To the Editor: There is no more jolting frustration suffered by an account executive than to have an otherwise sensible client turn to his 21-year-old secretary and ask, "What do you think of this layout and copy?"

The pain is even worse when the client says he wants to "sleep on it," because this usually means that he has a compulsion to show it to his wife.

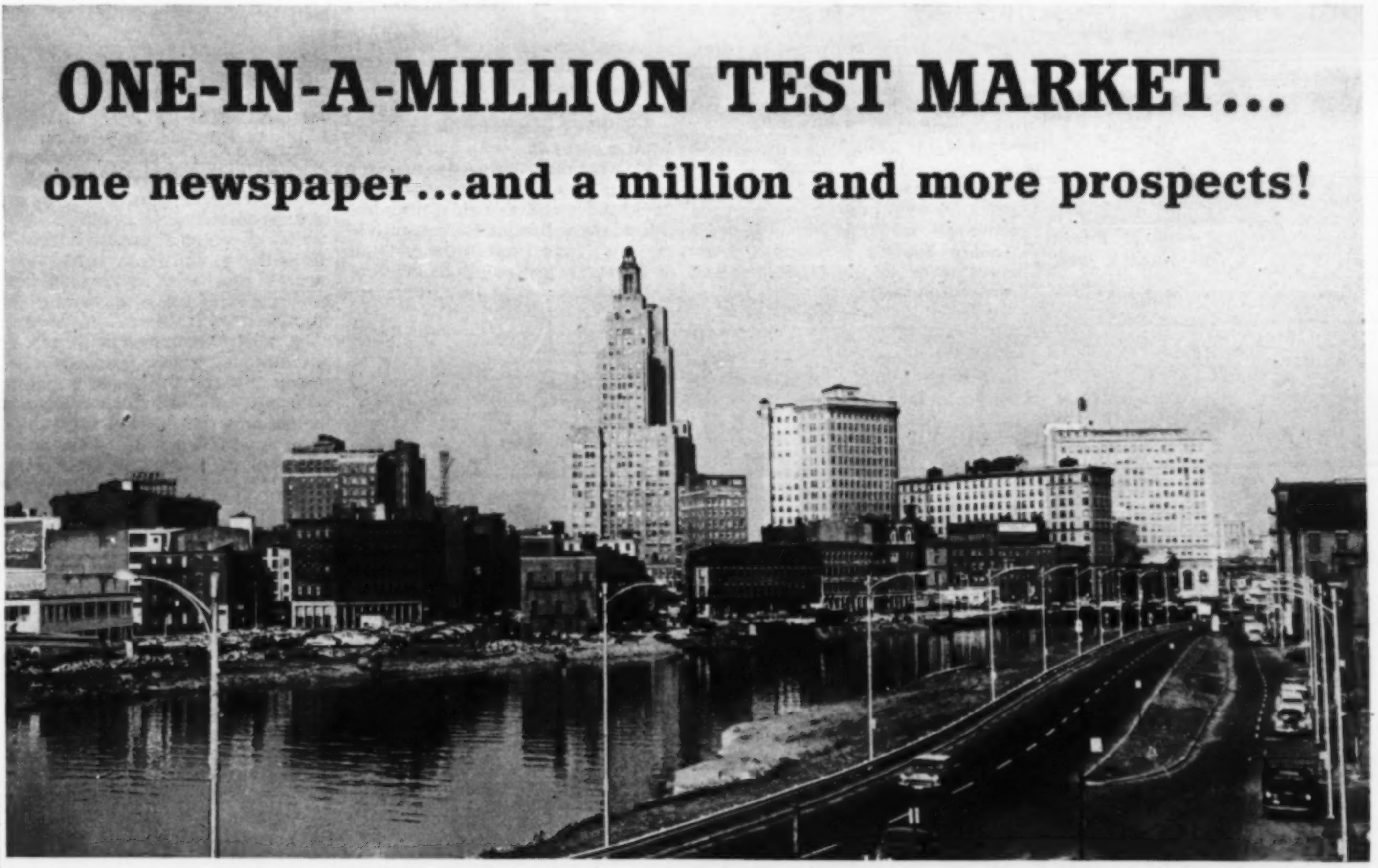
Such unthinking abrogation of valuable experience and accumulated toil on the part of highly-paid creative personnel is both costly and foolish. The same client wouldn't dream of seeking the opinion of his secretary or foreman or wife to confirm the advice of his legal or medical counsel, but it is extremely difficult to make this point effectively and tactfully with respect to advertising.

Perhaps it will help a little to paraphrase a quotation from "A Writer's Notes on His Trade" by C. E. Montague:

"It is the custom of some advertising agency clients to post their advertising on a bulletin board, as rough layout and copy prepared by the agency, so that anyone who passed by might look over each projected display and say what he thought might be changed about it. The notion is that in this way any non-professional advertising genius running wild in the hallways would soon be roped in, to the benefit of sales. About the increase in sales this achieves, no word is available, but some of these advertisers may survive for a time."

R. E. Stivers,
Dawson MacLeod & Stivers, Washington.

TO TELL OF COLOR—*Southwestern Bell Telephone Co. is getting across the story of its color phones on b&w tv with a device worked out by Gardner Advertising Co. The spot shown here sells beige phones. It opens with shot of cocker spaniel sleeping on rug. As announcer mentions word "beige," which viewer associates with dog, phone rings and dog runs to it. For white phones a white Persian cat is used. Green phones are associated with a parrot perched in a cage.*



ONE-IN-A-MILLION TEST MARKET...

one newspaper...and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and Evening	201,503	.62
Sunday Journal	188,039	.60
Sunday and Morning	245,758	.70
Sunday and Evening	331,823	.98
Sunday, Morning, Evening	389,542	$1.04

(ABC circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Thursday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island.

PROVIDENCE JOURNAL-BULLETIN

Boston office: 479 Statler Office Bldg., Boston 16; Represented in Florida by McAskill, Herman & Daley, 4014 Chase Ave., Miami Beach 40; Represented elsewhere by Ward-Griffith Co., Inc.

ADVANCE MAN—*Bob Haldeman (right), J. Walter Thompson Co. senior account representative, now on a ten-month leave of absence to work on Vice-President Richard Nixon's Presidential campaign, talks with Mr. Nixon about recruiting a team of young volunteers to make advance arrangements for his campaign appearances.*

Adman Haldeman, on Leave as Nixon Aide, Urges More Party Activity by Business Men

By Don Knapp

WASHINGTON, April 12—A young account man at J. Walter Thompson Co., New York, is taking a ten-month leave of absence to work on Vice-President Nixon's Presidential campaign team. It is his third political leave in five years, and he feels the experience—"more exposure than selling"—will increase his value to the world's largest agency.

Harry R. (Bob) Haldeman is JWT's senior account representative on Boyle-Midway (a division of American Home Products Corp.), an account which is estimated to bill between $6,000,000 and $8,000,000.

Bob took leave from Thompson on Jan. 1 to join the Nixon staff here. His primary job is to recruit and train eight or ten young men to make advance arrangements for Mr. Nixon's personal appearances prior to the GOP national convention in July.

■ A few weeks ago he flew to Lincoln, Neb., where Mr. Nixon was scheduled to speak at a Republican Founder's Day fete on March 28. He checked airport, hotel and transportation arrangements, met with local officials on the program to "learn the interests of the people," and coordinated plans with the local Secret Service men.

Back in Washington, he kept in touch with Lincoln officials for any program change and briefed Mr. Nixon on arrangements. On March 27 he flew back "for a final look."

When he isn't traveling, Bob is working with the Nixon Volunteers, an organization that coordinates and services 1,000 Nixon for President clubs around the U. S. The group provides campaign material and encourages formation of new clubs.

Mr. Haldeman, who is 34 and sports a crew cut, always had "a tremendous interest in Mr. Nixon." He attempted to join the Nixon staff as a volunteer in 1952, but was advised to join the Los Angeles GOP committee instead. He tried again in 1956 and was accepted. Then 29, Bob took a 60-day leave from Thompson's Los Angeles office and traveled 35,000 miles to 22 cities with an eight-man advance team. He also worked on the program and entertainment for the San Francisco convention.

In 1958—by this time with Thompson in New York—he took another two months off and traveled 32,000 miles as Mr. Nixon campaigned on behalf of the GOP congressional candidates.

Bob Haldeman was graduated from UCLA in 1948 after majoring in marketing, then did independent research in California for Foote, Cone & Belding. He married a UCLA coed, Jo Horton, in 1949 and left for New York "to look for a job."

He joined Thompson as a market research analyst in the agency's consumer panel department, was transferred to the San Francisco office as a media buyer a year later, and, in 1951, was moved to Los Angeles as an assistant account executive.

In 1953 Bob was named an account exec and in 1954 he was assigned to Boyle-Midway when Thompson's Los Angeles office was tapped to handle advertising for the San Francisco convention.

About three and one-half years later, recalls Ross Covert, vp of B-M's western region, "I had him prepare a presentation for Thompson to take over our business on a national basis.

"For about three months Bob was all over the U. S. gathering data, and I can say this, with the full approval of our top executives in New York, that he made one of the finest presentations our people ever listened to, in a very simple, dignified manner. He was completely alone when he made the presentation, and I must say that I have never seen a young man handle himself before 22 strangers in a more impressive way," he said.

■ "As a result of this meeting we gave Thompson a portion of our national business (Aero Shave, Black Flag insecticides, Sani-Flush), only with the understanding that Bob would go to New York, and have charge of our business out of the agency's New York office."

Thompson last fall acquired several more B-M products, including Aerowax and Wizard.

Boyle-Midway is also serviced by Tatham-Laird, New York, and several other agencies, a multiple-agency concept that "makes sense," according to Bob. "They need more than one agency."

While Mr. Haldeman got only expense money for his political trips in '56 and '58, this year he will get a regular salary, paid out of campaign contributions. The time off from JWT cut his earnings in those years, but Bob thinks that by 1965 his total earnings since 1956 will at least equal what he would have received had he not gone temporarily political.

■ He thinks the experience of "learning about campaigning and meeting and gaining a good understanding of people in different walks of life," is an asset to his agency career. Salary increases, he feels, "have been larger and have come more often" because of this work.

"Every college educated man," he feels, "should make it his business to get into politics. Where he does it is less important than that he does it. There's a tremendous need for young blood in both parties."

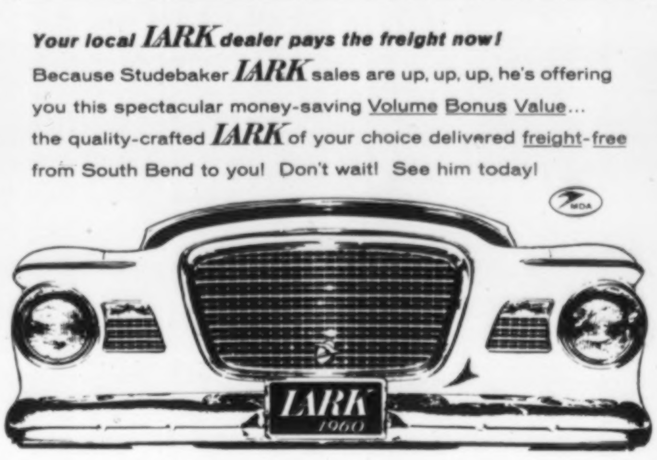
Bob is emphatic on one point: "Get rid of the irresponsible or foolish idea that it's a good idea to be an independent." The independent, he says, "cannot make himself heard, does not shape the party and will never be elected. The party shapes party policy."

The undecided, he says, should "select the party they generally feel aligned to. Read party platforms adopted at the conventions, study the policies of the administration, listen to the views of the candidates and make your decision." Campaign biographies, while "not very often objective," can be helpful in making intelligent decisions, he says.

The Democrats, he feels, need business men and college educated men, and the Republicans need labor representatives. "Each party should be a coalition of a broad section of the people," he says.

Mr. Haldeman prefers private business to government service and intends to return to Thompson in November.

He volunteered his political services, he says simply, because he sought to be of "some help to the community. We've got to do something more than just sit around and watch television." #



Your local **LARK** *dealer pays the freight now!*

Because Studebaker **LARK** sales are up, up, up, he's offering you this spectacular money-saving Volume Bonus Value... the quality-crafted **LARK** of your choice delivered freight-free from South Bend to you! Don't wait! See him today!

RIDE BONUS—*The Studebaker Lark dealer associations of Los Angeles and Orange Counties, Santa Barbara, Bakersfield and San Bernardino are featuring a freight-free offer in newspapers, radio and tv. Coleman-Parr, Los Angeles, is the agency.*

Thompson Design Sets Drive for Electric Manicure Device

FRANKLIN PARK, ILL., April 12—Thompson Designs will spend an estimated $25,000 on tv spots to advertise its one-cell battery-powered manicuring device, Lady Manicure.

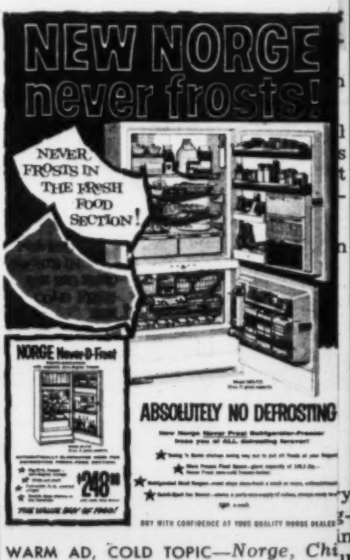
With its agency, Shaffer, Lazarus & Lashay, Chicago, the company is now preparing minute tv spots to be used in a 13-week test in the Chicago area. Later, the company plans to direct ad money into print media, radio, direct mail and other tv efforts.

■ Thompson Designs recently named actor Pat O'Brien as vp and director of public relations. His company activities will consist of journeying about and meeting the public on behalf of Lady Manicure.

Mr. O'Brien and Arnold M. Thompson, president of the company, have just completed a world tour, visiting Lady Manicure dealers in England, Italy, France, Germany, Switzerland and Denmark. #

Times-Mirror Co. Names Donahue & Coe, Levitt

Times-Mirror Co., Los Angeles, has appointed Donahue & Coe to handle circulation and advertising promotion campaigns for the *Los Angeles Times*, and Charles Levitt Co. to handle similar assignments for the *Mirror News*.



NEW NORGE never frosts!
NEVER FROSTS IN THE FRESH FOOD SECTION!
NORGE Never-D-Frost
ABSOLUTELY NO DEFROSTING
$248
BUY WITH CONFIDENCE AT YOUR QUALITY NORGE DEALER

WARM AD, COLD TOPIC—*Norge, Chicago, will use two colors in its newspaper ads for the first time with a $500,000 campaign in 9 markets starting May 10 for its refrigerators, washers and dryers. The drive will be supplemented by co-op dealer ads. Keyes, Madden & Jones is the agency.*

Nabisco Launches Baronet

Baronet Creme sandwich, a vanilla flavored cookie, is being introduced this month by National Biscuit Co., New York, with an "all-out" advertising and merchandising program. All 12 Nabisco-sponsored television shows plus color pages in *Life* and *Look* are being used, with the theme, "New! Baronet! The very best yet!" Baronet has been tested for the past year in five metropolitan areas. McCann-Erickson is the agency.

D&B Issues Latin Guide

Dun & Bradstreet, New York, has issued the 1960 edition of its "Latin American Market Guide," listing more than 200,000 businesses in Latin America active in international trade. Each listing has a credit rating.

don't count noses... count sales

2nd in Massachusetts
● Consumer Spendable Income
● Retail Sales
SRDS 1/15/60

Springfield (Mass.) Newspapers

CONVERSATION PIECES FOR PRODUCTION PEOPLE

number 1

Critical viewing of color proofs should not be done under a fluorescent light source. Such illumination will subtract from the magenta primary to a serious degree resulting in an unsatisfactory balance of all colors.

HUTCHINGS & MELVILLE, Inc.
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13

HM

Expert pre-correction in correlation with powderless etching of copper originals

Parker Arnold Maul Kearney Jasper Leigh Williams Wallace Snowden

SKULL SESSION—*Robert C. Parker, national ad director of Red & White Corp., conducts advertising seminar for ad directors of the company's food distribution centers. Intent listeners include Bert Arnold, Litchfield Grocery Co., Litchfield, Ill.; John Maul, Jenkinson Grocery Co., Jacksonville, Ill.; George Kearney, C. A. Cross & Co., Fitchburg, Mass.; Richard Jasper, S. M. Flickinger Co., Buffalo; Frank Leigh, Charley Bros., Greensburg, Pa.; Owen Williams, Western Grocers Ltd., Winnipeg, Sask.; Jim Wallace, Thomas & Howard Co., Charlotte, and Walter Snowden, Thomas & Howard Co., Charleston.*

'Encouraging' Start on New Radio Cover Study Made at NAB

CHICAGO, April 12—Hopes that radio, which hasn't had a complete coverage study since 1956, might get going on this project were boosted by an off-the-agenda meeting held here last week.

Leader in the move to get radio some updated circulation tools is the Crosley Broadcasting Corp., which set up an informal meeting attended by about 40 broadcasters.

At this closed session, H. Peter Lasker, sales vp of Crosley, urged radio men to get behind plans for a proposed new A. C. Nielsen Co. coverage study. He emphasized the importance of getting the kind of up-to-date information that is required to give advertisers the specifics they need to know about audiences.

If enough industry support is forthcoming, work would begin in the fall for a study to be published in the spring of 1961. It would make use of census figures now being collected.

▪ John Churchill, one of the Nielsen executives who appeared at the meeting, told ADVERTISING AGE that work could get under way on a new station-by-station, county-by-county circulation count if 300 to 400 stations "show enough enthusiasm" for the project.

The price will range from about $500 to $5,000, depending on the size of the station. But if a station qualifies for any one of a number of discounts, the price will be 30% to 50% less. Nielsen offered a coverage study in 1958, but there weren't enough customers to make it worth-while.

Mr. Churchill pointed out that there are a number of stations that have gone on the air since the last study was made four years ago. In addition, he added, there are hundreds of old stations that have made program or other revisions in their operation since the last circulation tabulation.

Nielsen hasn't started accepting orders yet, but the reaction at the meeting here was termed "very encouraging." #

Gravenson Sued for $500,000

Kiddy Kelly, an actress and model, has filed a $500,000 suit in New York supreme court against Ted Gravenson Inc., New York, charging the ad agency with wrongful use of Miss Kelly's name for advertising. She charges that a facsimile of her signature was used to endorse a television color converter, without her authority, and as a result she has been "distressed and humiliated and greatly injured in her reputation and her profession." The agency has denied the material allegations in the complaint.

N.Y. Freezer Plans Sign Code

Nearly 45 food freezer companies in New York City and upstate have signed a code of ethical practice, outlined by the state attorney general, in which they agree not to engage in "bait" advertising; to clearly specify all details of their plans and the equipment to be provided, and not to advertise products as "wholesale" unless they are currently in this category. The code also regulates selling practices and high pressure methods which are "deceitful, fraudulent and misleading." Additional freezer companies are expected to sign the code.

Fogel Joins Goodwin-Ellis

Goodwin-Ellis Advertising, Vancouver, has appointed Sam R. Fogel vp and creative director, effective May 2. For the past five years, Mr. Fogel has been creative director in the Vancouver office of Cockfield, Brown & Co.

Follansbee Norrell Cazier

NEW OFFICERS—*Newly elected officers of the Magazine Representatives Assn. of Southern California are John Follansbee, The Menne Co., treasurer; Maurice Norrell, Conover-Mast Publications, president; Alan T. Cazier, The Industrial Publishing Corp., vp. Other officers, not pictured, are: Raymond J. Husted, Harker-Husted-Coughlin, secretary, and Richard Faust, Albert W. Randle & Associates, assistant secretary.*

'Life Int'l' Names Kaiden

Martin R. Kaiden has been named to the new position of advertising promotion director of the international editions of *Life*. Mr. Kaiden has been advertising promotion manager since 1957.

Earl to Jennings & Thompson

Kenneth T. Earl has joined Jennings & Thompson Advertising, Phoenix, as plans development director. Mr. Earl was formerly an account executive at Foote, Cone & Belding, Los Angeles.

Int'l Heater Names Rumrill

International Heater Co., Utica, N. Y., has named Rumrill Co., Rochester, as its agency. Farquhar & Co. is the previous agency of record.

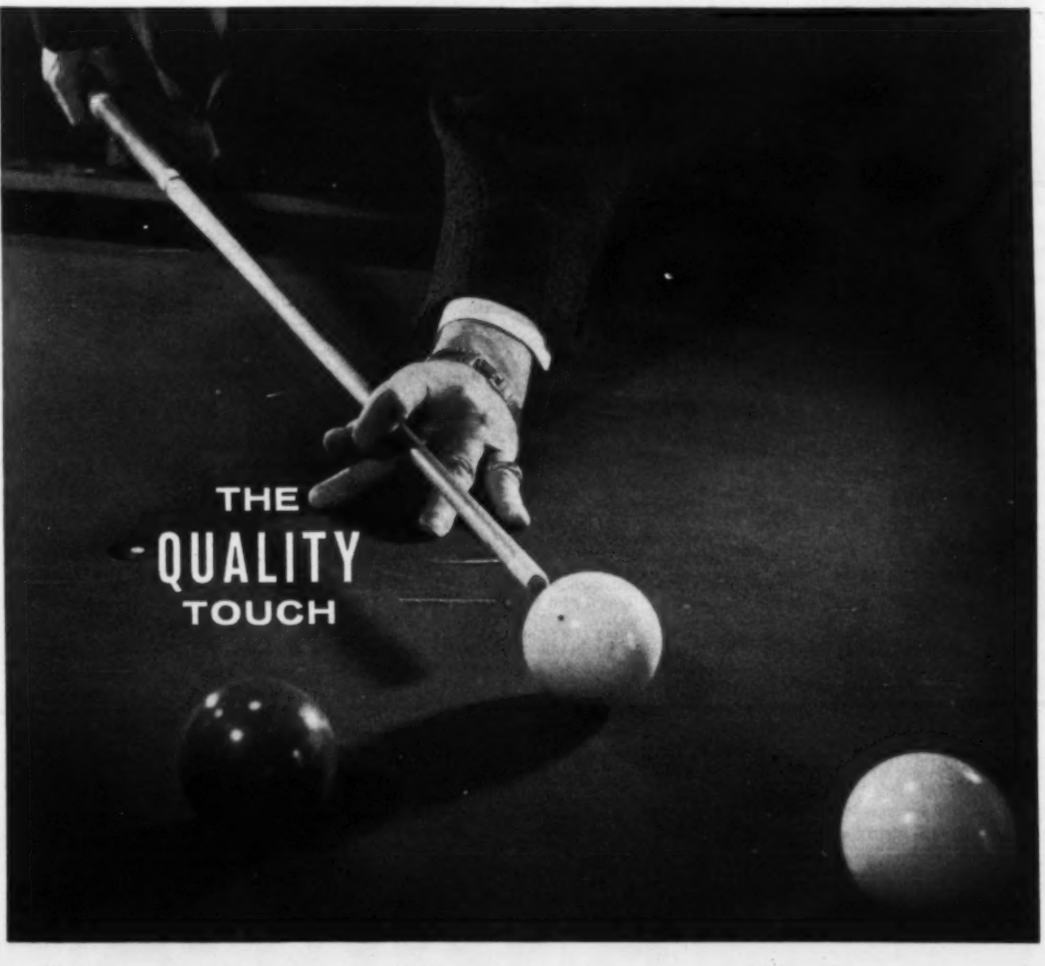
Walker Joins William & Co.

Franklin D. Walker, formerly of Gaynor & Ducas, New York, has joined Ward William & Co., Union, N.J., as senior account executive.

Whether it's
PRINTED
BROADCAST
TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright—accusing your Agency, Client or personnel. SO—have our unique Excess INSURANCE, to cushion the claim—effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.



These are the hands of a billiard champion. Hands that reflect the experience of the years . . . the dedication of the mind . . . the desire of the heart. These are the elements which produce that quality touch! You'll find them, too, in that which sets great television and radio stations apart from the rest!

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

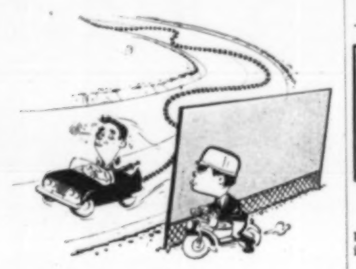
WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

THE LANDING STRIP

as seen by

JOHN BURGOYNE & BILL MASTERSON

Our nation's highway signs frequently carry some of America's finest gems of philosophy and pointed humor, and a sign erected by the Connecticut state police is surely a first-class example. Near Hartford, a billboard warns drivers—*"He who takes one for the road will get a trooper for a chaser."* And they could have mentioned a 30-day hangover.



Hangovers of a much different type have been known to plague an advertiser following the sales-testing of a new product. This variety of hangover is simply a result of overindulgence in misleading, incomplete product sales facts—a condition easily prevented by having the BURGOYNE organization on the job from the beginning of the test till the end. In fact, more and more advertisers and agencies are depending on BURGOYNE to handle all their product sales testing. The reason is simple.

BURGOYNE is permanently set up with a nation-wide network of drug and grocery store panels operating in more than 50 of America's best test markets. These store panels are the information centers for sales facts gathered by BURGOYNE field personnel, who work with painstaking care calculating product unit sales from shelf, reserve stock, and store purchase orders.

* * * *

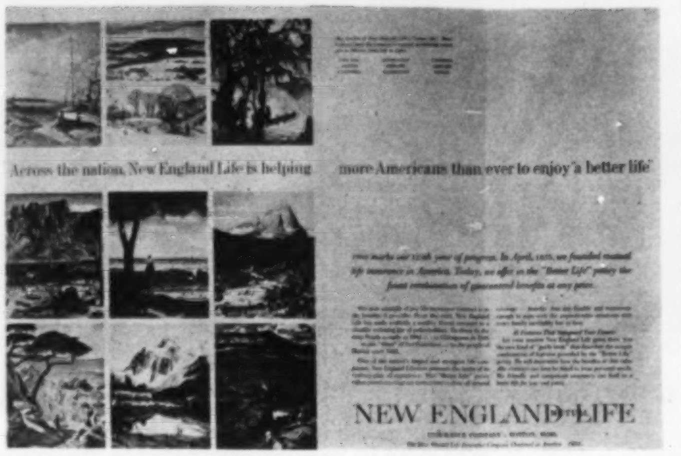
But perhaps, the best feature of a BURGOYNE Retail Sales Study is its flexibility. Each Study is "tailor-made" to suit the individual needs and requirements of the client. This means that you select the number of stores for the test, as well as the location of the test markets. We take care of the rest—and quickly!

* * * *

Fifteen years of experience in product sales testing has won for BURGOYNE the reputation of consistently delivering the facts as promised. How about letting us show you the kind of job we can do. Write or phone.

Burgoyne
GROCERY & DRUG INDEX, INC.

FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO


Across the nation, New England Life is helping more Americans than ever to enjoy 'a better life'
NEW ENGLAND LIFE

DATE TO REMEMBER—*New England Mutual Life Insurance Co., Boston, is running spreads in seven consumer publications during April to mark its 125th charter anniversary. The charter was granted April 1, 1835. Batten, Barton, Durstine & Osborn is the agency.*

Earnings of Advertisers

1959 Fiscal Year

Company	Sales 1959	Sales 1958	Earnings 1959	Earnings 1958	Earnings Per Share 1959	Earnings Per Share 1958
Aluminum Co. of America	$ 858,460,213	$ 753,140,254	$ 55,570,854	$ 42,885,230	$2.31	$2.14
American Chicle Co.	68,710,366	64,340,718	9,198,703	8,429,943	3.21	2.95
Bigelow-Sanford Carpet Co.	71,954,202	63,246,568	1,907,287	1,746,371[2]	1.73	1.86[2]
Bristol-Myers Co.	131,544,253	113,870,317	8,889,342	7,235,372	1.70	1.46
Chesebrough-Pond's Co.	66,314,185	59,368,371	4,030,000	3,568,000	7.02	6.28
Chilton Co.	14,624,339	13,331,145	532,011	442,884	1.38	1.14
Columbia Broadcasting System	444,311,357	411,800,203	25,267,187	24,428,812	3.11	3.01
Corn Products Co.	676,377,114	649,978,446	33,171,954	33,753,068	3.04	3.00
R. R. Donnelley & Sons Co.	130,165,000	118,219,000	9,180,000	8,057,000	3.21	2.81
Eastern Airlines Inc.	298,307,424	246,227,878	7,103,071	7,078,062	2.24	2.34
Electronics Corp. of America	6,391,343	6,639,121	175,767	208,001	—[1]	—[1]
General Outdoor Adv. Co.	41,781,699	39,829,851	2,923,571	2,562,470	2.44	2.12
Hamilton Watch Co.	31,115,535	24,437,577	1,100,723	721,837	2.69	1.72
Huyck Corp.	22,440,403	20,134,889	997,884	890,066	1.32	1.20
McGraw-Hill Publg. Co.	105,766,200	96,241,041	8,189,216	7,266,403	3.09	2.75
National Biscuit Co.	429,000,000	413,300,000	24,500,000	—[1]	3.57	3.18
Reynolds Metals Co.	489,263,388	445,548,862	44,761,276	39,364,511	2.42	2.22
Rexall Drug & Chem. Co.	227,015,721	182,371,453	8,753,194	6,305,160	2.30	1.91
Rock Island & Pacific R.R. Co.	219,453,607	207,883,953	8,289,757	8,201,057	2.84	2.81
Sears, Roebuck & Co.	4,036,153,139	3,721,272,080	198,670,983	165,788,473	2.64	2.21
Sinclair Oil Corp.	1,232,214,492	1,190,376,964	45,526,380	49,472,613	2.96	3.23
Sterling Drug Co.	209,247,801	197,789,946	20,990,226	19,148,880	2.65	2.42
Studebaker-Packard Corp.	387,372,375	180,657,592	28,544,338	13,390,937[2]	4.36	2.07[2]
Time Inc.	271,373,088	245,107,397	9,003,890	8,737,313	4.60	4.47
Unilever Ltd.	£1,787,000,000	£1,728,000,000	£ 60,125,000	£ 47,289,000	—[1]	—[1]
Vitro Corp. of America	60,301,229	65,476,477	565,252	500,293	.47	.42
White Sewing Machine Corp.	28,216,420	27,266,656	613,835	1,481,088	—[1]	—[1]

[1]—Not reported.

[2]—Loss.

Coming Conventions

*Indicates first listing in this column.

April 10-14. National Assn. of Transportation Advertising Inc., spring meeting, Casa Blanca Inn, Scottsdale, Ariz.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. Western States Advertising Agencies Assn., 10th annual conference, Shelter Island Inn, San Diego.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Trade Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

*May 5-8. American Women in Radio and Television, ninth annual convention, Pick-Carter Hotel, Cleveland, O.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-13. Public Utilities Advertising Assn., Waldorf-Astoria, New York.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

*May 18. Industrial Advertising Research Institute, research forum, Commodore Hotel, New York.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

*May 24. Industrial Advertising Research Institute, research forum, Conrad Hilton, Chicago.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

*June 1-2. Assn. of National Advertisers, workshop on advertising administration and financial control, Westchester-Biltmore, New York.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 12-15. National Assn. of Direct Selling Companies, Hotel Statler, New York.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 4. Assn. of National Advertisers, workshop on advertising management, Ambassador Hotel, Chicago.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

*Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention, Advertising Club of New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 14-16. Annual convention, Broadcasters' Promotion Assn., Sheraton Charles Hotel, New Orleans.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Tobias, O'Neil Adds One; Names Ver Lynn Sprague

Tobias, O'Neil & Gallay, Chicago, has been appointed by Certified Grocers of Illinois, Chicago, to handle a spot tv campaign for the company's 800 stores in five midwestern states.

Tobias, O'Neil also has named Ver Lynn Sprague, formerly with Falls Products Inc. and Chicago regional sales manager of Amana Refrigeration, vp in charge of merchandising.

F&S&R Gets Two Accounts

Fuller & Smith & Ross, Chicago, has been named to handle advertising for Campbell Box & Tag Co., South Bend, a subsidiary of Stone Container Corp., and Waller Corp., Chicago, manufacturer of electronic components for hi-fi radio and phonograph manufacturers. F&S&R has named Ellen M. Grams, formerly a copy supervisor at Montgomery Ward & Co., a copywriter in Chicago.

In-Sink-Erator Ad Drive Set in Magazines, Dailies

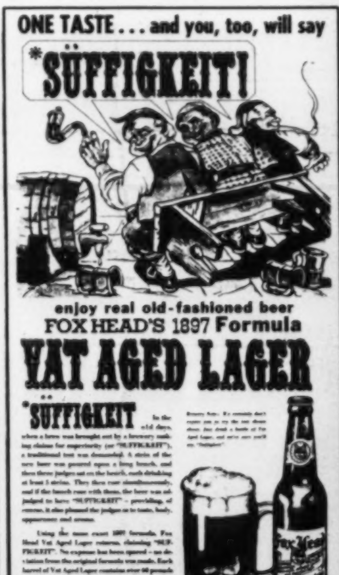
In-Sink-Erator Mfg. Co., Racine, Wis., maker of garbage disposers, will use newspapers and magazines in its largest ad program running April through June. Two-color magazine pages will run in *Look*, *Reader's Digest*, *The Saturday Evening Post*, *Sunset Magazine* and *Vogue*.

Ads will include an offer of an embossed change purse to consumers who visit plumber showrooms where In-Sink-Erators are sold. Peitscher, Janda/Associates, Chicago, is the agency.

Pet Milk Renews Skelton; Lists Other Ad Plans

Pet Milk Co., St. Louis, has renewed its contract as alternate week sponsor of the "Red Skelton Show" (CBS-TV) for the sixth successive year. The new weekly half-hour series begins Sept. 27.

In addition to the Skelton show, Pet has sponsorship of "Edge of Night" (CBS-TV) and "Grand Old Opry" over 200 radio stations in selected areas.


ONE TASTE . . . and you, too, will say
*SÜFFIGKEIT!
enjoy real old-fashioned beer
FOX HEAD'S 1897 Formula
VAT AGED LAGER
*SÜFFIGKEIT
Try VAT AGED LAGER at Your Favorite Tavern

SUFFIGKEIT—*Fox Head Brewing Co., Waukesha, Wis., is testing ads for its new beer, Fox Head Vat Aged lager, with ads like this one in the Waukesha Freeman. Spot commercials also will run on WAUX, Waukesha. Schram Advertising, Chicago, is the agency.*

ANSWER-AMERICA
Will Make Your *Client's* Advertising More Effective

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

ANSWER - AMERICA INC.

Executive Office
ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.
RAndolph 6-2339
AFFILIATE ANSWER CANADA

Int'l Telemeter Negotiates for Wire TV Net

May Use 36-City Southwest Hookup via Video Independent

NEW YORK, April 14—International Telemeter is currently negotiating with Henry Griffing, president of Video Independent Theaters, Oklahoma City, to introduce pay-as-you-see tv in 36 cities in the Southwest.

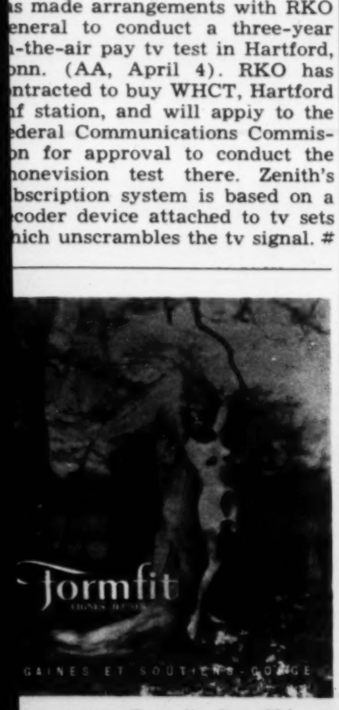
Video Independent, which operates a chain of 200 theaters, also runs community tv systems in Oklahoma, Texas, Kansas, Florida and Mississippi. Homes in these states, which are outside of the regular reception areas, receive programs through wired hookups and pay Video Independent $7 per month for the service.

Mr. Griffing has said that the Telemeter pay tv system would be a natural in these areas because he homes are already equipped with the necessary coaxial cables. Lewis Novins, Telemeter's president, has said that the two companies are "$5 apart" in their negotiations, indicating that an agreement may be imminent.

Telemeter, a subsidiary of Paramount Pictures Corp., which is currently conducting a wired pay v test in Toronto, also is survey-ng at least five other areas in the U. S. as possible sites for the sys-em, Will Baltin, assistant to Mr. Novins, told ADVERTISING AGE. Mr. Baltin conceded that New York is ne of the areas under considera-on. Over 100 groups have con-cted Telemeter, expressing their esire to become franchised oper-tors, he added.

Video Independent conducted a ay tv test called Telemovies in 50 homes in Bartlesville, Okla., n 1957 and 1958. The system was ot successful, Mr. Griffing said, ecause homes were charged a flat e of $9.50 per month, regardless f the number of shows they atched; programs were confined ainly to motion pictures, and only ne movie was offered at a time. elemeter, on the other hand, will ffer viewers a choice of three rograms at any time paying only r what they watch, he said.

Meanwhile, Zenith Radio Corp. s made arrangements with RKO eneral to conduct a three-year n-the-air pay tv test in Hartford, onn. (AA, April 4). RKO has ntracted to buy WHCT, Hartford hf station, and will apply to the ederal Communications Commis-on for approval to conduct the honevision test there. Zenith's bscription system is based on a coder device attached to tv sets hich unscrambles the tv signal. #



TTE FEMME—*Formfit Co., Chicago, es this sylvan sylph in posters appearing in France.*

Last Minute News Flashes

Sunbeam Names FC&B to Handle New Product

CHICAGO, April 15—Sunbeam Corp. has assigned Foote, Cone & Belding to handle a new Sunbeam product—not otherwise identified—to be introduced later this year. Perrin-Paus Co., which has been Sunbeam's only agency for 27 years, will continue to handle the remainder of the company's account.

Standard Security Shifts Ad Setup, Drops Agencies

NEW YORK, April 15—Standard Security Life Insurance Co. reports it is shifting its advertising to a regional operation and has dropped its two agencies, Mogul Williams & Saylor and Newmark, Posner & Mitchell. First move under the new arrangement is a saturation drive in Syracuse between April 24 and May 15, using radio, tv, newspapers and bus cards. Doug Johnson Associates, Syracuse, will handle the campaign.

Seven Agencies Bid for Univac Account

NEW YORK, April 15—Remington Rand's Univac division is expected to announce a decision next week on the future status of its advertising account. Bidding for Univac's business is the present agency, Gardner Advertising Co., plus G. M. Basford Co.; Doyle Dane Bernbach Inc.; Doyle, Kitchen & McCormick; Fuller & Smith & Ross; J. M. Mathes Inc., and Young & Rubicam. Univac previously billed about $500,000, but Remington said future billings will be considerably higher.

Phelps Johnson Leaves Campbell-Mithun

CHICAGO, April 15—Phelps Johnson, vp and a director of Campbell-Mithun, resigned today. He has not announced his future plans.

Lightolier Moves to Ben Sackheim from Auerbach

JERSEY CITY, April 15—After listening to solicitations for two months Lightolier Inc. has named Ben Sackheim Inc., New York, to handle advertising for both its lamps and lighting fixtures, replacing Alfred Auerbach Associates, New York. The account reportedly bills about $600,000.

NC&K Plans Moves Abroad; Other Late News

- **Norman, Craig & Kummel** is currently discussing possibilities of acquisition or merger with Canadian, British and French agencies. Five London agencies and two Paris agencies have had representatives in New York recently. Norman B. Norman, president, says the agency hopes to have a Canadian operation established within 90 days, a London office by the end of the year, and a Paris office in 1961.

- **Million Market Newspapers** has announced additions and promotions in its management staff. Joining the newspaper sales group as vps and managers of the New York and Chicago offices, respectively, are James W. Sykes and Everett T. Allen. Mr. Sykes was formerly national ad manager of the *New York Herald Tribune;* Mr. Allen was formerly with Curtis Publishing Co. Promotions within Million Market included advancement of F. Bourne Ruthrauff from vp to exec vp and general manager, and of Robert A. Reiff, West Coast manager, to vp.

- **Brown & Williamson Tobacco Corp.**, Louisville, will begin test marketing its Viceroy brand with a slide-top package (AA, April 11), using newspapers and tv spots in major cities in Arizona, Oregon and Washington, and in Louisville, on April 25.

- **Langdon H. Wesley**, formerly with Brown & Butcher, has joined Geyer, Morey, Madden & Ballard as a vp and account executive for the Charles Antell and AnDrue laboratories divisions of B. T. Babbitt Inc.

- **Chirurg & Cairns** is the new name of the combined agency, resulting from the merger of Anderson & Cairns, New York, and James Thomas Chirurg Co., New York and Chestnut Hill, Mass. (AA, April 11).

- **Fairmont Aluminum Co.**, Fairmont, W. Va., has named Roche, Rickerd & Cleary, Chicago, as its agency. Fairmont Aluminum, which was merged two years ago with its copper mining parent company, Cerro de Pasco Corp., New York, formerly was handled by Smith, Taylor & Jenkins, Pittsburgh.

- **William Siegel**, formerly advertising manager of Revlon Inc., New York, has been appointed director of advertising of Schick Inc., Lancaster, Pa., succeeding Charles R. Whitmer Jr., who resigned recently. Revlon owns a 27% controlling interest in Schick.

- **Pabst Brewing Co.**, Milwaukee, has promoted Theodore Rosenak from vp for advertising to exec vp. In his new assignment Mr. Rosenak will continue to supervise the company's advertising program, as well as to assist the president, J. C. Windham, in other management areas.

- **D'Arcy Advertising Co.**, Chicago, has been named agency for Oil Heat Council Inc. of Greater Chicago. Media and creative plans are being completed for advertising and promotion to start in the near future.

- **Salem cigarets** scored as the top user of newspaper r.o.p. color among national advertisers in 1959 (3,472,031 lines). Newspaper r.o.p. color advertising rose to 153,215,463 lines, a 25% gain over 1958, according to R. Hoe & Co., New York. Other top users were Shell Oil Co. (2,251,691), Eastern Airlines (1,861,485), Ford cars (1,640,393) and Phillips Petroleum Co. (1,637,322).

- **Sunkist Growers**, Los Angeles, has heard presentations on the fresh lemon portion of its account from Batten, Barton, Durstine & Osborn, J. Walter Thompson Co., Donahue & Coe, and Grey Advertising Agency. On Monday (April 18) Leo Burnett Co. and Foote, Cone & Belding (which at present has the entire Sunkist account) will be heard by the co-op's 12-man advertising committee. The committee's decision needs approval of the board of directors, which meets in mid-May.

- **F. W. McIntosh**, president of Pepsi-Cola of Canada, told ADVERTISING AGE that the company will make a decision on an agency change in five days. He said there were three alternatives—remaining with Kenyon & Eckhardt, moving to Batten, Barton, Durstine & Osborn (as the U. S. company has) or appointing a Canadian agency. Canadian admen are betting on BBDO.

- **Richard A. Stevens**, formerly vp and account executive at Fletcher Richards, Calkins & Holden, New York, has been appointed senior vp in charge of administration.

- **Citation**, a new line of men's toiletries to be introduced this fall by Mennen Co., has been assigned to Warwick & Legler, New York.

1960's Political Package Fails to Excite Sponsors

(Continued from Page 1)

nine half-hour campaign progress reports. For this July-through-November package, Westinghouse will pay about $6,000,000.

■ Why is the biggest political show on earth the hardest sale to make this year? Both Rodney Erickson, who has been at NBC for several months doing a troubleshooting job on this tough one, and Slocum Chapin, the vp who is overseeing the sales effort at ABC, have plenty of answers.

At the outset, they—and also several agency men queried by ADVERTISING AGE—seem to think the biggest stumbling block is timing, combined with price. The initial asking price of $4,000,000 to $6,000,000 is a lot of money, even for big spenders, and it's a tremendous amount to be concentrated mainly in July. Even with this year's hiked price, the networks won't begin to break even on these telecasts. With about $5,000,000 worth of pre-emptions included, it is estimated that the convention and election night coverage will cost NBC approximately $15,000,000.

■ "The bulk of this tv time comes during two weeks in July—the dullest selling month for practically everything except ice cream," Mr. Erickson lamented. "It's too late for automobiles, which are liquidating their inventories. It's a good month for beer, but you can't take beer for these programs."

Other difficulties itemized by Mr. Erickson:

- There was a slight recession in some industries during the first quarter of the year and no company—particularly some which normally don't advertise much and to whom this package has been offered—wants to commit itself for several million dollars that will have to come out of unpredictable third and fourth quarter sales.

- "Some people want to stay away from this because they consider it somewhat political, though we try to point out to them that they will be sponsoring history." Among those staying away from politics are General Motors, which received letters from Democrats who didn't like seeing the Oldsmobile on a "Republican show" and from Republicans who didn't like seeing the car on a "Democratic show" in 1956, when Olds sponsored the conventions on NBC. As a result, GM now reportedly has a policy against the sponsorship of such political events.

- Limitation as to the types of products that are suitable for sponsorship: Drugs, cigarets, beer —"We don't want the political conventions to look like a Rexall 1¢ sale"—are not the kind of backers the networks or the political parties are looking for. Products or services of a dignified nature are the objective: Insurance, aviation, phone companies and others of that sort would be fine.

■ Like Mr. Erickson, Mr. Chapin emphasized that advertisers are most reluctant to spend several million dollars in a relatively short time that is a relatively unimportant sales period for many businesses.

To get the advertiser-agency view of this network sales problem, ADVERTISING AGE talked to a few in each category. Some of their comments:

- George Abrams, president of the Hudnut-DuBarry division of Warner-Lambert—"This is not the kind of advertising climate we would want to be in, compared to other things we want to do. A political climate is not the place for our highly feminine commercials." Instead, in June or July, Hudnut will present two NBC specials—one starring Jack Benny and George Burns, the other Milton Berle and Eddie Fisher. Mr. Abrams left the impression that there probably are other advertisers who find politics not the most congenial and compatible setting for their tv salesmanship.

- H. A. Richmond, executive assistant in advertising, Metropolitan Life Insurance Co.—"With us it's a matter of budget. We spend our advertising dollars on a year 'round continuing basis." A long-time spot radio user, Metropolitan will become a sponsor of NBC Radio's "News on the Hour" in May. The company is not now in tv. Wouldn't this be a good way to get into tv with a big splash? "If and when we do use tv, it will be on a continuing basis," in line with Metropolitan's advertising strategy, Mr. Richmond said.

- George Polk, BBDO vp—"They started out trying to sell the conventions too far ahead, and now, like anything that's been around a long time, they're hard to sell." Mr. Polk also noted that the conventions come at a bad time for budgets and that advertisers have been too busy getting set—earlier than usual—for a regular fall tv season to think about anything else. He predicted that the networks will get this time off the shelves in a couple of weeks even if they have to cut the package up into pieces.

■ But, as of this writing, nobody was making NBC or ABC any offers, even on a cut rate or spot insert basis, according to Mr. Erickson and Mr. Chapin.

The ABC full radio-tv package was tagged at $4,400,000 to $5,000,000—a good deal higher than in previous years. But advertisers could obtain the effect of sponsorship by buying part of the coverage. There have been no nibbles, even for fifths, sixths, or eighths of the package.

The initial talking price at NBC was $5,000,000 to $6,000,000 for radio and tv. It too is available in pieces. Among the pieces: One minute per hour for as long as the conventions run, with a guarantee of up to 45 minutes on tv only, for $900,000. Some advertisers have paid more than this for a couple of one-hour specials.

■ Moving the election night returns, which will be carried Nov. 8 in a busy selling season and on a one-night basis, is something else. If the networks are willing to pull these out from the convention package, they see no difficulty in finding a buyer. Probable prices—$1,000,000 at NBC and $600,000 at ABC. However, they obviously prefer not to do this since this is the climax of the political show of 1960.

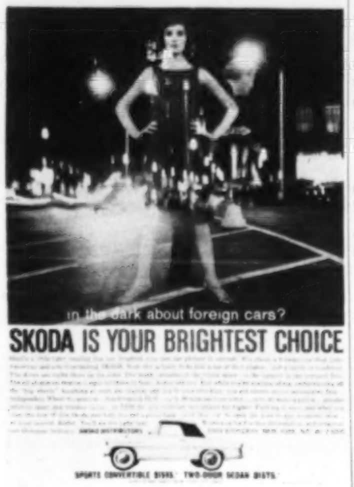
To outsiders it looks as though the solution to the ABC-NBC dilemma might lie in one magic word—Rockefeller. But none of the industry experts consulted seemed to think that the lack of a contest for the Republican Presidential nomination was keeping some ace salesman from cashing in on those bonus offers.

■ Said Mr. Erickson, when the subject was raised: "How do you know the Republicans are going to put on a dull show? How do you know Rockefeller won't be in it? And what about the race for the vice-presidential nomination and the battle over the issues?" #

Foreign Cars Reach 10% Share of U.S. Market; Advertising Runs $21,600,000

(Continued from Page 1)

On the other hand, it seems that Detroit may be applying the brakes to its imports. Ford, General Motors and Chrysler are all marketing home-made compacts, and the budgets for British Ford, Vauxhall, Opel, Taunus and Simca are not likely to expand. Ford, for example, is putting money behind the new Anglia, but the other British-built Fords and the German-built Taunus are hardly mentioned any more.


in the dark about foreign cars?
SKODA IS YOUR BRIGHTEST CHOICE

DEBUT — *Amsko Distributors launched its national ad drive for the Czech-built Skoda with this full-color insertion in the April 11 Sports Illustrated, the same ad to run in b&w in the May issues of Esquire and Playboy. Friend-Reiss Advertising is the agency.*

▪ Early registration figures for 1960 show that while imports as a whole are standing up, the cars built overseas by Detroit subsidiaries are beginning to lag. January registrations of English Fords, Opels, Vauxhalls and Simcas were all down. Simca's volume was down by nearly 40%.

Despite their small budgets, foreign car accounts have always been highly prized on Madison Ave. The agency-client relationships have not followed the Detroit pattern at all.

These accounts have been sought as prestige business, much as an agency would go after an imported cheese account or a foreign airline. Automotive experience has not counted for much, nor have branch office facilities.

▪ Much of the import advertising has gone into class publications or sports-car fan magazines. Agencies which are good customers of *The New Yorker* have consistently done well in this field.

The field is hipped on sports cars and it helps an agency to have an account executive who happens to be a racing enthusiast. Account supervisors are expected to make the rally circuit, from Sebring to Lime Rock.

Hard top to beat!
TRIUMPH TR-3

RACERS—*Sports cars make up important part of import market. The No. 1 seller now, with a small edge over the MG, is Standard-Triumph's TR-3, handled by Doherty, Clifford, Steers & Shenfield—otherwise known as a package goods agency. Jaguar, a consistently good seller despite price-tags that now go over $5,000, is handled by Cunningham & Walsh.*

Yet it may be significant that the agency which now enjoys the largest amount of foreign car billings—Kudner—is a shop with a long Detroit background.

▪ Foreign car accounts have rotated in a small circle:

J. M. Mathes returned to Austin last year after a one-year stint on Volkswagen; Chirurg & Cairns, long experienced in handling imported products, particularly Swedish ones, serviced Rootes once and now handles Volvo. Mann-Ellis, another specialist in imported products, handled Renault at first, then DKW, and now services Porsche and Aston-Martin; Chet Gore serviced Standard-Triumph and has now moved on to the BMW and NSU Prinz lines, plus the Inskip distributorship; Ogilvy, Benson & Mather, one-time Austin agency, has been acclaimed for its Rolls-Royce advertising; Kent Goodman, head of Advertising Agencies Inc., first picked up Volvo on the West Coast and has now shifted to the Japanese-built Toyopet.

Two other Madison Ave. shops which have been in and out of the import picture—they are currently out—are Charles W. Hoyt Co. and Roy S. Durstine Inc.

Agencies serving Detroit are known for their familiarity with the automotive business and their ability to provide marketing services beyond the creation of advertising, right down to the dealer level. Agencies serving the imports do not fall into such an easily identifiable class.

Doherty, Clifford, Steers & Shenfield, a shop highly regarded for its drug savvy, came up with the Standard-Triumph account; Sudler & Hennessey, an agency heavy in ethical drugs, picked up Rover; Doyle Dane Bernbach Inc., which made its mark as a hot creative shop, won the Volkswagen account.

On Detroit accounts, dealer ad-

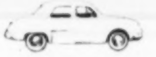
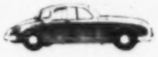
Foreign Car Leaders

Foreign car sales expanded in 1959 to a total of 609,500, compared with 378,500 units registered in 1958. One out of 10 new cars registered in 1959 was an import.

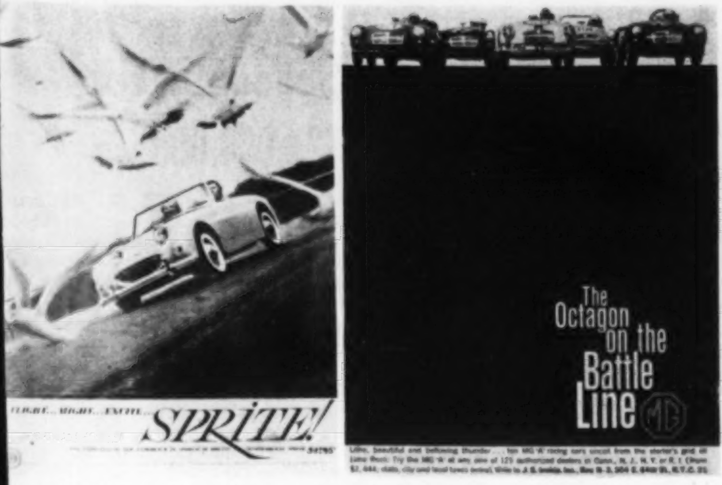
The following were the top 15 selling makes:

	1959	1958
Volkswagen	119,850	78,550
Renault	90,500	48,100
British Fords	42,500	33,500
Opel	39,000	15,500
Fiat	38,000	21,000
Simca	35,000	17,000
Hillman	27,800	19,000
Triumph	23,000	16,000
Vauxhall	22,500	17,300
Volvo	18,300	14,000
MG	17,500	16,000
Austin-Healey	16,500	5,500
Morris	15,000	9,000
Metropolitan	14,500	12,000
Mercedes-Benz	13,700	8,000

FOREIGN CAR AGENCIES AND ESTIMATED U.S. BILLING

KUDNER AGENCY	Renault (radio-tv)		**$3,000,000**
NEEDHAM, LOUIS & BRORBY	Renault, Peugeot (print)		**2,250,000**
RICHARD N. MELTZER ADVERTISING	Simca		**2,000,000**
ERWIN WASEY, RUTHRAUFF & RYAN	Rootes (Hillman, Humber, Singer, Sunbeam)		**1,500,000**
DOYLE DANE BERNBACH INC.	Volkswagen cars		**1,500,000**
FULLER & SMITH & ROSS	Volkswagen trucks		**250,000**
DOHERTY, CLIFFORD, STEERS & SHENFIELD	Standard-Triumph (Triumph, Herald)		**1,300,000**
KENYON & ECKHARDT	English & German Fords		**1,000,000**
J. M. MATHES INC.	Hambro (Austin cars)		**800,000**
D'ARCY ADVERTISING	Mercedes-Benz, DKW		**800,000**
ADAMS & KEYES	Fiat		**750,000**
ANDERSON & CAIRNS	Volvo		**750,000**
ADVERTISING AGENCIES, INC.	Toyopet		**750,000**
McCARTY CO.	Hambro (MG, Morris)		**650,000**
CHESTER GORE CO.	Fadex (BMW cars, NSU Prinz) Inskip (Eastern distributor Rolls-Royce, British Motor Corp.)		**600,000**
McCANN-ERICKSON	Opel		**$500,000**
MacMANUS, JOHN & ADAMS	Vauxhall		**500,000**
CUNNINGHAM & WALSH	Jaguar		**400,000**
WARWICK & LEGLER	Hoffman Motor (Distributor Fiat, Lancia, Alfa-Romeo)		**400,000**
GOTHAM-VLADIMIR ADVERTISING	Saab		**300,000**
OGILVY, BENSON & MATHER	Rolls-Royce		**300,000**
SUDLER & HENNESSEY	Rover		**250,000**
SHEVLO, INC.	Citroen		**250,000**
GEYER, MOREY, MADDEN & BALLARD	Metropolitan		**200,000**
FRIEND-REISS	Amsko (Skoda, Arabella)		**200,000**
MANN-ELLIS	Porsche, Aston-Martin		**150,000**
KINGSBURY E. MOORE ADVERTISING	Panhard, AC, Maserati		**150,000**
MILLER ADVERTISING AGENCY	Fergus (Borgward distributor in 7 states)		**100,000**

All figures estimated by Advertising Age


SPRITE!
The Octagon on the Battle Line
MG

DIFFERENT BUDGETS—*Importers and distributors do not always coordinate their advertising in the foreign car field. Two ads on the left—for the Sprite and MG—were placed by J. S. Inskip Inc., an eastern distributor of British Motor Corp. cars, through the Chester Gore Co.*

Love at First Sprite
Poetry in motion!
Safety fast!

Two ads on the right—again for the Sprite and MG—were placed by Hambro Automotive Corp., national importer of BMC cars, through J. M. Mathes Inc. (Sprite) and McCarty Co. (MG).

vertising is often well coordinated with the factory effort, usually handled through the same agency; not so in the import field. Distributors and dealers frequently have their own agencies. Compton Advertising still handles Volkswagen advertising out of its Los Angeles office; Warwick & Legler services the fabled Hoffman Mo- or Co., a big Fiat distributor, as vell as a distributor of Lancia and lfa-Romeo; Chet Gore, through is Inskip account, promotes Austin nd MG.

For many admen, a foreign car ccount is a labor of love. Bob Iolley, a sports car buff, has long andled MG and Morris for Hamro—now as head of the New ork office of McCarty Co. King Ioore, a familiar figure at sports ar rallies and a founder of the Iadison Ave. Sports Car Driving Chowder Society, left BBDO wo years ago to form his own gency in Hempstead, L. I.; Mr. Ioore now services Panhard, Masrati and AC, plus a string of ealers and accessory manufacturrs connected with the industry. #

Top 12 Magazine Advertisers*

	1959	1958
Renault (including Peugeot)	$1,629,394	$750,626
Opel	795,053	9,736
Vauxhall	726,510	158,273
Hambro (Austin, MG, Morris)	678,715	167,970
Simca	643,840	151,869
Volkswagen	566,582	215,612
British Ford	473,945	59,850
Standard-Triumph	421,786	271,553
Mercedes-Benz	365,381	183,995
Fiat	341,408	150,108
Rootes	241,476	91,620
Jaguar	129,040	135,517

Based on expenditures in PIB-measured nagazines

Miles later, years later, you'll still be glad you bought VOLVO!

OM SWEDEN—*Volvo, a top seller the import market, has a new ency this year—Chirurg & Cairns.*

British Motor's Morris, Austin 850 'Twins' Bow in U. S.

New York, April 13—Small car twins—the Austin 850 and the Morris 850—were introduced in the U. S. market this week by British Motor Corp., Britain's largest automobile producer.

Network television, a medium rarely used by foreign cars, figured prominently in the debut.

Hambro Automotive Corp., importer of the BMC line, paid $50,000 for week-long participations on Dave Garroway's "Today" show (NBC-TV). This week's five shows had all been taped previously in Rome.

Hambro, which plans to spend $500,000 through Labor Day to introduce the two models, also launched its print campaign this week, with color spreads scheduled for *Motor Trend, Newsweek, The New Yorker, The Saturday Evening Post, Sports Illustrated, Sunset Magazine* and *Time.*

The introduction was timed to coincide with the opening of the international automobile show at the New York Coliseum April 16.

The introductory campaign will continue with full pages in the above seven magazines—plus *Life*—on a once-a-month frequency.

■ BMC, which already has introduced the 850 in other world markets, has high hopes for these cars. Despite their small length—at 10', they are 3' shorter than the Volkswagen—they boast a roomy interior, achieved by some unconventional automotive design.

There is no overhang at the rear, and the car's four-cylinder front-drive engine is mounted crosswise, with the entire transmission unit placed directly beneath the engine. This eliminates the drive shaft, making available 80% of the car's length for passenger use.

■ The 850 will provide some stiff price competition. The suggested retail price at East Coast ports-of-entry is $1,295; prices will be slightly higher in other parts of the country. This brings the 850 in at $300 less than the two top import sellers, Volkswagen and Renault's Dauphine.

Introductory ads for the "incredible 850" show four adults seated in the car, the smiles on their faces supposedly symbolic of their comfort.

One of the theme lines of the campaign is: "You've got to drive it to believe it."

The 850 campaign also shows British Motor Corp. dropping its British reserve and striving for Ye Olde Corporate Image. The BMC logo is featured prominently ("builds...Better Motor Cars" . . .) and the ads also display 10 other BMC cars.

Except for their grilles, the Austin 850 and the Morris 850 are identical twins. The explanation for bringing out identical cars under different names is that BMC markets only Austin in some countries and only Morris in others—and it wanted to have this model in every single market.

■ Hambro is using both of its advertising agencies to introduce the 850 twins. J. M. Mathes Inc. handles the Austin line for Hambro, and McCarty Co., New York, handles Morris and MG. Both are sharing equally in the introduction.

N.Y. Coca-Cola Bottlers Launch 2 Soft Drinks Through Esty

William Esty Co., New York, is handling the introduction of two new soft drinks being marketed in the New York metropolitan area by the Coca-Cola Bottling Co. of New York. The two 12 oz. drinks are Veep and "sparkling new" orange. Veep is described as a "lemon-light" drink.

The drinks are being launched via full-page color ads in newspaper supplements, backed by spot schedules on radio-tv children's shows. Esty is the New York bottler's regular agency. Several local Coke bottlers in the country have their own lines. The parent company, Coca-Cola Co., has been test-marketing a Fanta line of flavored drinks for several years.

Rambler Dealer Unit to Geyer

Geyer, Morey, Madden & Ballard, national agency for American Motors Corp., has been appointed to handle advertising for the Greater Miami Rambler Dealers Assn. This is the ninth Rambler dealer group added to the agency's roster. Most of these have been added in the past year, following the establishment of a Rambler dealer service department in the agency's Detroit office.

4A's Names Eastern, East Central Officers

New York, April 12—The American Assn. of Advertising Agencies has named new officers of its eastern and east central regions.

For the eastern region, the Four A's has named David Ogilvy, of Ogilvy, Benson & Mather, chairman; Barton A. Cummings, of Compton Advertising, vice-chairman, and Fred Wittner, of Fred Wittner Co., secretary-treasurer.

Named governors of the eastern region: Sam M. Ballard, of Geyer, Morey, Madden & Ballard; Robert F. Carney, of Foote, Cone & Belding; Harry B. Cohen Sr., of Cohen, Dowd & Aleshire, and Ernest A. Gray, of Fletcher Richards, Calkins & Holden.

■ Elected officers in the east central region: Colin Campbell, of Campbell-Ewald Co., chairman; C. M. Robertson Jr., of Ralph H. Jones Co., vice-chairman, and John F. Henry, of Geyer, Morey, Madden & Ballard, secretary-treasurer.

Appointed governors of the east central region: Carter B. Helton, of Kircher, Helton & Collett, and Blount Slade, of Brooke, Smith, French & Dorrance.

Chairmen of the respective local councils in each region also serve as governors *ex officio* on various regional boards. #

'Detroit News' Names Konkle Retail Advertising Manager

The *Detroit News* has appointed Harry E. Konkle retail advertising manager, succeeding A. H. McKeown who has been named to handle special executive advertising assignments for the newspaper. At the same time, Leo L. Kubiet was appointed retail advertising manager. Mr. Konkle has been assistant retail advertising manager since 1954. Mr. Kubiet joined the advertising department of the *News* in 1950.

builds... Better Motor Cars
Announcing BMC's greatest achievement... THE INCREDIBLE 850
$1295
AUSTIN 850
MORRIS 850

TWINS—*Hambro Automotive Corp. is running this color spread in seven magazines to introduce its 850 twins from England.*

Florida Citrus Sets $700,000 Summer Drive

(Continued from Page 3)

B&B resident vp on the account, "the summer program is designed to level out any high inventories that may exist on processed products, as well as to broaden the market."

A. W. Hobler, New York, management supervisor of the account, said the new campaign, "though a small voice as against the huge soft drink ad budgets," is aimed to widen the use of orange juice beyond the breakfast hour—to point up other benefits besides vitamin C, such as the quick pickup and refresher qualities of citrus.

Products to be featured are frozen orange concentrate, canned single strength orange juice and grapefruit juice, chilled orange juice and grapefruit sections. The schedule calls for $514,000 for color ads in magazines, with newspapers getting $130,000, supplements about $50,000 and trade papers $5,000.

■ After unanimously approving the B&B proposal for the summer months, the commission agreed—with openly expressed reluctance of several members—to hear a presentation by Grant Advertising at the June meeting. The request to be heard was contained in a letter written to the commission by Nelson Mason, vp and regional director for Grant.

All commissioners discussing the matter of the presentation expressed satisfaction with the job done by B&B during the five years they have held the account, but they were divided as to whether the door should be closed to presentations from other agencies. Some said it was a waste of time; others said the commission, as a state of Florida agency, should always be willing to receive new proposals and ideas. The latter view prevailed and Grant was invited.

Also coming up for decision at the June meeting will be awarding of the ethical advertising and public relations accounts, general manager Homer E. Hooks announced. These have been handled by Noyes & Sproul, New York, for more than ten years, but the commission has decided to invite a total of four or five agencies to make presentations in June. These will include Noyes & Sproul plus several others to be selected by the commission's administrative staff after interviews.

Helene Curtis Beauty Division, Springmaid to Altman-Stoller

Springs Mills Inc. has appointed Altman-Stoller Advertising, New York, for its Springmaid sheets, effective with the fall, 1960, campaign. This places the entire Springs account at one agency. In January it was awarded Springmaid fabrics for manufacturing and over-the-counter trades, formerly at Ellington & Co. Springmaid sheets is currently at Lennen & Newell. The entire account is worth an estimated $750,000, with $400,000 to $500,000 for the sheets.

Altman-Stoller also has been named to handle the beauty salon division of Helene Curtis Industries, Chicago. Altman-Stoller also handles the Lentheric division of Helene Curtis. Gordon Best Co., Chicago, handled the division until recently.

Asher, Godfrey to Relocate

Asher, Godfrey & Franklin, New York agency, will move to 79 Madison Ave., effective May 1.

Agencies Hassle Over Rights to Drug Promotion Gimmick

NEW YORK, April 14—Two ethical drug advertising agencies were embroiled this week in a controversy over a proposed new service.

Both Cortez F. Enloe Inc. and Johnson & Lanman claimed the rights to Mediphone, a telephone service whereby a physician would be able to get information from a drug manufacturer at any time of the day or night.

Both agencies have offered the service to the pharmaceutical industry. Each claims not only the idea but the same name, Mediphone.

John B. Johnson, who left the Enloe shop 20 months ago to form Johnson & Lanman, insisted that his agency developed the service in cooperation with its client, Frank W. Horner Ltd., Canadian pharmaceutical company.

He pointed out that Horner already has the service in operation in Canada. He told ADVERTISING AGE that Dr. Cortez F. Enloe simply appropriated the idea and the name.

■ Dr. Enloe noted pointedly that Mr. Johnson used to work for him. He asserted that he has the U. S. rights to the Mediphone name, and he said that if anyone else attempted to use it, he would turn the matter over to his attorney.

Mr. Johnson conceded that Dr. Enloe has already formed a New York corporation, Mediphone Inc. He said this may give Dr. Enloe a legal advantage. But he maintained that he has the documentary evidence to prove his prior rights to the service and the name.

There is no argument about the way the service works. A doctor who needs information or wishes to discuss a problem case dials a code number and is then put in touch with the medical staff of the appropriate manufacturer. His questions will be answered on the spot, or he will be called back later with the information.

The service is being touted as a useful public relations function for the pharmaceutical industry.

■ To make it an all-industry affair, the sponsors of the service must get a number of manufacturers to participate. However, it can be started by only one manufacturer. With two or more companies participating, a central bureau is required to route the calls to the appropriate source.

In Canada, for example, the Horner company has been conducting the service on its own. Canadian physicians now have this service available, with the information supplied by the Horner medical staff.

In promoting his service, Dr. Enloe has told manufacturers that one of his clients, Winthrop Laboratories, has agreed to be the first sponsor.

■ Johnson & Lanman's idea is to introduce the service through one company. A central switchboard would be set up after other companies agreed to participate.

There is considerable difference in the fee scales proposed by Enloe and Johnson & Lanman. Under Dr. Enloe's plan, if it becomes an industrywide venture, the service would cost the large manufacturer up to $7,000 a month; Johnson & Lanman's plan projects a top of $2,800 a month. #

Alexander Film to Suhre

Alexander Film Co., Colorado Springs, has appointed Orville Suhre & Associates, Colorado Springs, to handle advertising of its complete film services. Alexander Advertising Agency is the previous agency of record.

Nelson Noyes Culver Sullivan Wallace

GUARD CHANGING—*New chairman of the New England Council of the American Assn. of Advertising Agencies is Daniel F. Sullivan, head of the agency of the same name, who is congratulated here by the outgoing chairman, Frederick C. Noyes, president of Noyes & Co. Other new officers are Ronald Nelson, Remington Advertising, appointed governor; Edward H. Culver, Culver Advertising, governor and secretary-treasurer, and Joseph R. Wallace, Harold Cabot & Co., vice-chairman.*

Whitman Becomes President, Mithun Chairman of C-M

(Continued from Page 1)

"complete adman" with special talents and interests in marketing, planning and agency management.

For the past 10 years he has been active in the development of new products, working with the management of Pillsbury Co. and its research staff and with management of Theo. Hamm Brewing Co. as it expands to full national distribution.

Born in St. Paul, he started his career with Benton & Bowles, in New York, as office boy, following his graduation from Princeton University in 1933. That was the year Campbell-Mithun was founded in Minneapolis—with six employes and $1,500 of borrowed capital.

■ During 18 years with B&B, he was account executive and account supervisor on such products as Log Cabin syrup, Maxwell House coffee, Sure-Jell, Certo, Baker's chocolate products and Diamond Crystal salt. He also served as a Procter & Gamble account executive and supervised an advertising and public relations program for Prudential Insurance Co.

In World War II Mr. Whitman took a leave of absence to serve as deputy director of Office of War Information's domestic branch. He also served as national director of fuel and stove rationing for OPA, under Chester Bowles. On return to Benton & Bowles he became director of sales promotion and merchandising and account supervisor for several General Foods products. He was a B&B vp before he was 30.

■ Since he came to Minneapolis in 1950, as exec vp of Campbell-Mithun, that agency's billings have increased fourfold. He has been a member of the agency's board of directors and chairman of the plans board.

The father of four children, Mr. Whitman is an avid golfer and duck hunter. He coaches Pee Wee hockey and Babe Ruth baseball. He was Minneapolis area general chairman of the Community Chest in 1955.

Under the new management setup Mr. Mithun will be chief executive officer, Mr. Whitman chief operating officer.

Mr. Mithun described the change as the "first in a series of steps to strengthen top management and administrative services.

"We need new scientific methods and thinking in such areas as personnel selection and training and employe relations," Mr. Mithun explained. "And above all we need more thinking time at management level to do an even better job for our clients."

He pointed out that in 27 years Campbell-Mithun has chalked up its growth without the services of a new business department, and without mergers.

"By devoting ourselves 24 hours a day to our present clients we have grown as our clients have grown," he said. Of agency's billing increase in past 10 years, 81% has come from present clients, he said.

■ Mr. Whitman predicted continued growth in the next 10 years.

"Growth potential from our present clients and from future clients is enormous," he said. "Our actions today are based on the firm belief that the amount of advertising dollars placed through agencies will at least double by 1970."

He said that New York—advertising's only major center 10 years ago—today is but one of a number of centers.

"Just as the electronics industry shifted after the war, advertising already has begun to shift its balance—to the Twin Cities, to Chicago, to Los Angeles," he said. "Returning to the Twin Cities 10 years ago was the smartest business decision I ever made."

■ Norman Best is a veteran of 27 years in advertising. In 1935 he gave up a New York bank job to join five other young men in the formation of American Airship Advertising Co. This company's plan was to use dirigibles as "airborne billboards."

The fledgling company's dirigible crashed on its first flight. A new one was built, but the venture failed. Mr. Best then joined Lennen & Mitchell, in New York, first in research, then in the radio department. After World War II service with the British RAF, he became media and research director of Erwin, Wasey & Co., in Seattle. He was a vp of that agency and account executive on Carnation in the Los Angeles office when he was tapped by Messrs. Mithun and Whitman to join Campbell-Mithun in 1958 as general manager. He became vp and a director the following year. #

Product Miniatures Effective in Sales Promotion, 'AR' Says

CHICAGO, April 14—A survey to aid the buyer of product miniatures has been conducted by *Advertising Requirements* and published in its May issue.

As a premium or specialty, a product miniature is "a highly effective sales promotion tool," says the *AR* story by Bette Macon, associate editor, since miniature models put the advertiser's product into the prospect's hand.

The article, "All About Product Miniatures," carries a buying guide, listing manufacturers and prices, in the following divisions: toy replicas, metal replicas, match replicas, and novelty replicas. #

NBP Forms Committee on In-Plant Distribution

National Business Publications, Washington, has formed a committee on in-plant distribution for the purpose of exploring the problems faced by large U.S. companies "which each month must attempt to distribute, via intra-company mail systems, thousands of periodicals intended for company personnel."

The new committee is composed of Marshall Haywood Jr., president of Haywood Publishing, chairman; Louis J. Perrottet, vp of Conover-Mast, vice-chairman; Dana Chase Sr., president of Dana Chase Publications; Elmer Dalton, circulation manager of *Electronic Industries;* Rand Ebersole, distribution manager of *Steel;* Edwin M. Emmett, circulation director of Sutton Publishing; Richard Gascoigne, president of Hayden Publishing, and F. Morse Smith, vp of Thomas Publishing.

Sutton to Launch New Book

Sutton Publishing Co., White Plains, N. Y., will introduce *Industrial Electronics*, a monthly publication covering the industrial electronics market, in September. One time b&w page rate will be $395. *Industrial Electronics* will be a controlled publication with a guaranteed circulation of between 20,000 and 25,000.

Nabisco's '59 Ad Spending Hit $24,000,000

NEW YORK, April 13—National Biscuit Co. spent a total of $24,000,000 in all forms of advertising last year, of which $2,500,000-$3,000,000 was for other than "straight media" expenditures, Lee S. Bickmore, exec vp, told the annual stockholders meeting today.

His statement was in response to stockholder-and-inveterate-question-asker Lewis D. Gilbert, who, together with his brother John, frequently pursue the subject of advertising expenditures at the many annual meetings they attend.

Mr. Bickmore said the $24,000,000 expenditure was an increase over 1958. For the latter year, ADVERTISING AGE reported Nabisco—one of the 100 leading advertisers—with a total expenditure o $21,013,565.

■ Mr. Bickmore also informed shareholders that Nabisco's share of market was ahead last year "in every major category," national distribution is as high as 98% on some Nabisco bestsellers and that first quarter sales o $111,700,000 were 10% ahead o the comparable 1959 quarter and first quarter earnings of $6,760,85 were 30% ahead of the comparable 1959 period.

An improved package for Ore cream-filled cookies will go into production shortly and several acquisition possibilities are "unde very serious consideration at thi time," the meeting was told. #

Snapshot Contest Furnishes Art for Union Electric Ads

ST. LOUIS, April 13—Union Electric Co. is promoting St. Louis t the nation as a good place to live to work and to do business, usin a series of page ads which featur prize winning photos taken i greater St. Louis.

The photos were submitted in contest created by the utility agency, Gardner Advertising C The contest encouraged citizens c greater St. Louis to photograp facets of their own communitie which were most important t them.

Prize winners and their phot appeared in ads in *Life, The Sa urday Evening Post* and *Time*. Th ads posed and answered the ques tion, "Who knows a communit better than its people?" #

Camera bugs capture St. Louis charm
Unique photo contest pictures good living in St. Louis
UNION ELECTRIC COMPANY

TESTIMONIAL—*Union Electric Co. running a series of ads like this o in Life, The Saturday Evening Po and Time to promote St. Lou Photos in the ads are prize-winne in a contest sponsored by the co pany.*

Pick a Pair
...buy Bud
Budweiser

URGING MESSAGE—*Anheuser-Busch, St. Louis, will push its "Pick a pair" theme again this year—in May and June—with outdoor posters like this in 172 markets, plus color pages in American Weekly, Ebony, Holiday, Life, Look, Newsweek, Parade, The Saturday Evening Post, Sports Illustrated and Time, and over radio and tv. D'Arcy Advertising Co. is the agency.*

Network Radio's Top Advertisers*

Based on Four Weeks Ending March 6, 1960

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	Pepsi-Cola Co. (4 Nets)	382	171,941
2	R. J. Reynolds Tobacco (4 Nets)	300	132,538
3	Pharmaco Inc. (ABC, MBS)	357	129,571
4	Time Inc. (NBC)	201	120,263
5	Renault Inc. (NBC)	170	108,845
6	Whitehall-American Home Products (ABC, CBS)	137	95,839
7	Grove Division-Bristol-Myers (CBS)	108	75,468
8	Ex-Lax Inc. (4 Nets)	159	75,364
9	Kellogg Co. (CBS)	88	69,242
10	Frito Co. (ABC, CBS, NBC)	146	54,799
11	Sterling Drug Inc. (CBS, MBS, NBC)	103	42,387
12	F & F Laboratories Inc. (MBS)	135	41,233
13	Hudson Vitamin Products (ABC, MBS)	122	39,561
14	Automotive-American Motors (NBC)	89	38,379
15	Radio Corp. of America (NBC)	88	37,884
16	Campbell Soup Co. (CBS)	44	37,140
17	Sylvania Electric Products (CBS, NBC)	61	36,741
18	A. E. Staley Mfg. Co. (CBS)	40	36,646
19	Sunsweet Growers Inc. (NBC)	51	36,201
20	Chevrolet-General Motors (CBS)	46	31,203

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Pharmaco Inc. (ABC, MBS)	303	103,013
2	Whitehall-American Home Products (ABC, CBS)	138	90,125
3	Time Inc. (NBC)	147	82,022
4	Renault Inc. (NBC)	128	75,147
5	R. J. Reynolds Tobacco Co. (4 Nets)	193	71,603
6	Grove Division-Bristol-Myers (CBS)	93	58,218
7	Pepsi-Cola Co. (4 Nets)	122	57,866
8	Kellogg Co. (CBS)	73	53,376
9	Wm. Wrigley Jr. Co. (CBS)	90	51,283
10	Ex-Lax Inc. (4 Nets)	96	45,180
11	Sterling Drug Inc. (CBS, MBS, NBC)	117	44,667
12	Oldsmobile-General Motors (CBS)	43	39,164
13	Chevrolet-General Motors (CBS)	58	36,597
14	A. E. Staley Mfg. Co. (CBS)	40	33,873
15	Sylvania Electric Products (CBS, NBC)	55	32,450
16	Hudson Vitamin Products (ABC, MBS)	101	31,849
17	Longines-Wittnauer (CBS, NBC)	70	30,978
18	Monroe Auto Equipment (MBS)	53	29,342
19	Automotive-American Motors (NBC)	67	27,113
20	Radio Corp. of America (NBC)	66	26,425

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Reach, McClinton Adds Two; Shortens Name in Chicago

Reach, McClinton & Co., New York, has been named to handle advertising for Fairbanks Whitney Corp., New York. The agency now services two subsidiary companies, Fairbanks, Morse & Co. and Pratt & Whitney Co. WLS, Chicago radio station, has named Reach, McClinton to handle its account.

Reach, McClinton & Pershall, the agency's Chicago division, has changed its name to Reach, McClinton & Co. of Illinois to "integrate all agency offices." J. R. Pershall continues as president of the Chicago division.

Wade Succeeds Dewey at 'San Francisco Chronicle'

Phelps Dewey, promotion manager of the *San Francisco Chronicle*, is leaving to become public relations manager of the University of California at the Los Alamos, N. M., Scientific Laboratory. Mr. Dewey has been succeeded at the *Chronicle* by Lawrence L. Wade, formerly with the *Riverside Press-Enterprise* (AA, April 4).

Basic-Witz Appoints Agency

Brand-Stephens-Wreden, Salem, Va., has been appointed to handle the advertising of Basic-Witz Furniture Industries, Waynesboro, Va. The company's billings are estimated at more than $100,000 annually. Bennett Advertising is the former agency of record.

Mandabach & Simms Moves

Mandabach & Simms, Chicago, has moved its office to larger quarters in the Kemper Bldg.

Ad Field Needs Better Public Criticism: Young

(Continued from Page 1)

cation by the *Saturday Review* of its eighth annual awards for distinguished advertising in the public interest.

Awards went to 28 corporation and industry associations and ten television and radio programs, selected by a national judging panel of 25 leaders in advertising, publishing, education, public relations and public opinion.

Seven campaigns were strong favorites with the judges. Container Corp. of America (N. W. Ayer & Son) topped the list, followed in order by Caterpillar Tractor Co. (N. W. Ayer & Son); New York Life Insurance Co. (Compton Advertising); Nationwide Insurance (Ben Sackheim Inc.); Newsweek Inc. (J. M. Hickerson Inc.); General Electric Co. (Batten, Barton, Durstine & Osborn), and Weyerhaeuser Timber Co. (Cole & Weber).

■ Mr. Young thumps strongly for more and more criticism of advertising, and, expanding on the functions of the "career critic," he went into details on what this person's qualifications should be:

"Let me say clearly that advertising needs, is entitled to and can profit from criticism of the most public kind. It needs it more than ever today, because advertising has become one of the most potent forces in our culture," he writes.

"But it needs that criticism in the form that the dictionary defines as 'the act of passing judgment on the merits of anything'—that is, discriminating criticism, which applauds the good and damns the bad.

"No one is more concerned about the misuses of advertising than the responsible people in advertising," he continues. "And, in fact, they have been trying for a very long time to do something about these misuses."

■ Mr. Young cites (1) the "technical literature of advertising, currecently filled with the kind of good-and-bad criticism advertising needs," (2) the support of truth in advertising laws, (3) support of "the purposes, if not always the methods" of the Federal Trade Commission, (4) the drafting and recent reactivation of ethical practices codes, (5) the fact that "many important media" will not accept advertising for certain classifications, and that the world's largest advertising agency [J. Walter Thompson Co., where Mr. Young is senior consultant] does not handle hard liquor accounts—"all at a considerable cost to their revenues."

■ "But all this is not enough," he declares, "and nobody knows it better than those hard-working creators of much of our advertising, inaccurately stereotyped as 'Madison Ave.'

"The reason why it is not enough is that, as developed in America, the set of facilities and techniques called advertising has become the most powerful single means that the world has seen for informing, persuading and inspiring a people to action. As such it becomes vital that its potentialities for good or ill become fully recognized; that the responsibilities for this use be squarely shouldered and that the magnificent opportunities for its use in the public service, as now amply demonstrated in the work of the Advertising Council, be fully exploited.

"It is therefore my thesis that what advertising now needs is to be given, in public print, the same kind of continuing, knowing, responsible criticism as that given to the theater, music, the arts, books, and other major aspects of our culture."

■ Mr. Young outlines the qualifications for a "public critic" of advertising:

"First, he should know that 'advertising' is a set of facilities and techniques, as impersonal as electricity or atomic energy, and thus equally usable for noble ends or shabby ones. Hence he will avoid the 'pathetic fallacy' of animating the inanimate, into which so many critics of advertising fall. It is *advertisers* who need criticism—not advertising.

"Second, he will understand clearly the economic necessities which brought advertising into existence and still control its use.

"Third, he must understand that the methods by which advertising gets the workhorse job done in today's economy have been greatly developed since Bagehot's day; and why in these methods are to be found some of the roots of the criticisms of advertising."

(Walter Bagehot, in 1870, wrote a book, "Lombard Street," in which he outlined economic reasons for advertising.)

■ The critic must grasp "some of the trends in our economy which have major impacts on the creation of advertising", Mr. Young writes.

"Finally, and most importantly, our critic should be conscious of the still underdeveloped use of advertising as a social force outside the exchange of goods and services."

In tracing the evolution of advertising, Mr. Young says the final discovery was that advertising could add a subjective value to the product and that, in these status or luxury symbols, "advertising really got into trouble." Here, he thinks, the advertising critic faces one of his most difficult problems.

"Advertising, like editing, politics, and even to some extent, education, always operates within the context of the culture of its day," he writes. "One irony of its present situation is that some of the people who are most vocal in their negative attitudes toward advertising may themselves have contributed to some aspects of it which they deplore.

■ "By supporting liberal policies for the wider distribution of wealth in this country, they have helped to bring into existence a mammoth class of *nouveau riche*, whose incomes have improved faster than their tastes and subjective values."

Mr. Young urges the critic to be not only objective but specific, and, by way of suggestion, he asks:

- "Whether there is too much crowding of advertising in time and space—such as commercials per tv program, and billboards per scenic mile?"
- "Whether there is too much stridency and bad manners in some advertising, now that it can project personal salesmanship into the living room?"
- "Whether the paucity of real buying information, and the superfluity of adjectives in some advertising is, not a crime, but worse—a mistake?"

The article concluded: "Are there any takers in the house?"

■ Besides the 28 awards and several special mentions, a citation was voted to the special subcommittee on legislative oversight of the House of Representatives for its work in exposing "specious programming and advertising practices of tv and radio."

Some 200 campaigns were studied by the judges, with 73 going into the final judging by the committee. The complete list of awards in all media, including runners-up, is published in the *Saturday Review's* April 23 issue.

BENTON ASKS 'PUBLEX' AS U.S. TV 'CONSCIENCE'

SYRACUSE, April 13—A Presidential board to act as a "conscience" for tv and radio was proposed here this week by former Sen. William B. Benton.

Addressing the 26th anniversary dinner of the Syracuse University school of journalism, Mr. Benton, onetime agency founder, now publisher of the "Encyclopedia Britannica," urged appointment of the board as an advisory body which would issue an annual report "for the guidance of the President, the Congress, the Federal Communications Commission and the American people."

The journalism school's distinguished service medal was presented by the university's chancellor, William P. Tolley, to Mr. Benton and to William O. Dapping, managing editor of the *Auburn Citizen-Advertiser*.

■ Mr. Benton said his proposed tv-radio advisory board could be set up so that "the charge of censorship could never be raised."

He said the advisory group would "in no way duplicate the function of the FCC in granting, withholding or revoking" broadcasting licenses.

"Television by law is constituted to operate in the public interest, convenience and necessity," said Mr. Benton. "It needs a conscience to help it do so. The Presidential board can be exactly that."

He noted that an advisory board would represent "a new and different kind of rating system—it won't be a Trendex, but something even more effective, a 'Publex.' " #

Fred W. Adams Is Still Ad Director of American Motors

In reporting the promotion of Fred W. Adams to sales manager of the automotive sales division of American Motors Corp. (AA, April 11), ADVERTISING AGE failed to point out that Mr. Adams will continue to be responsible for advertising and merchandising activities, in addition to his new duties.

Fred W. Adams

G. R. Browder and A. E. Tracy, formerly regional managers, have been promoted to assistant sales managers, but will not be in charge of advertising functions, as reported; E. B. Brogan continues as advertising manager and John H. McGuckin as merchandising manager, both reporting to Mr. Adams. •

Goff Dog Foods to Torobin

Roy Goff Inc., Quebec, manufacturer of Goff dog foods, has named Torobin Advertising Ltd., Montreal, to direct its advertising. Immediate plans include introduction of an all-beef dog food to the English market in Montreal through trade, newspaper and radio ads.

P. O. P. Moves to Glendale

P. O. P. Displays, designer and manufacturer of point of purchase displays, has moved to 8000 Cooper Ave., Glendale, N. Y.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

Shirt sleeves new editor-reporter wanted by Wisconsin radio station in community of 50,000. Send resume of background, experience and salary requirements with samples of writing to **John Harvey, Radio Station WKTL, Sheboygan, Wisconsin, P.O. Box 553**

Retoucher—Art Studio in Chicago needs top retoucher for branch studio 90 miles from Chicago. Quality work, excellent working and living conditions. Salary commensurate with ability.

Box 3592, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALES-MAGAZINE

Are you able to visualize a reasonably acceptable image of a magazine's readers from the editorial content? Are you able to project this reader image in sales correspondence as well as sales conversation? Are you able to evaluate the probable effectiveness of a medium in relation to an individual advertiser's objectives and special problems? Can you co-exist with competing media and still keep your property in front? Does your work history indicate a "Yes" answer to all these questions? We need one more "Yes" man in our Chicago office.

Box 3593, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER with basic knowledge of layout to prepare sales promotion material and advertising copy for Chicago industrial magazine publisher. Should be acquainted with how advertising space is sold and capable of developing sales ideas into effective promotion pieces. Compensation commensurate with ability.

Box 3594, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUNG INDUSTRIAL COPYWRITER

with experience in writing electrical equipment specification sheets, catalogs, etc. Will be assigned primarily to work for arc welder manufacturer, but with opportunity to learn way around consumer accounts in small Wisconsin agency. Please submit brief resume and salary expectations.

Box 3508, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity .... editors
advg. managers .... copywriters
artists .... media .... production .... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

PHOTO RETOUCHER

Permanent position for experienced mechanical photo retoucher. Active, challenging opportunity for right person. You will join a busy, aggressive 20 man art studio in the midwest, serving both advertising agency and graphic arts. Company benefits and profit sharing plan. Please write fully, stating salary requirements, marital status, etc.

Box 3595, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD ASSISTANT—ELECTRO-ACOUSTICS

An opportunity in our fast-moving ad department awaits a craftsman who can create fresh, compelling copy and who knows audio electronics. We're a 33-year-old leader in this exciting field, located in pleasant southwest Michigan lake country, near South Bend, Indiana—eighty miles from Chicago. Tell us about yourself: age; advertising, educational and electronics background; expected salary. Write to **Don Kirkendall, Electro-Voice, Inc., Buchanan, Michigan.**

HELP WANTED

WRITER

Opening now available for young female writer with preferably 1 - 2 years editorial or copywriting experience since graduation from college. Will join congenial General Promotion staff of **Better Homes & Gardens** magazine. Varied writing assignments for both printed and audio-visual media. Many company benefits. All inquiries will be treated confidentially and acknowledged.

Creative Manager, Promotion Department
Better Homes & Gardens
1716 Locust Street
Des Moines 3, Iowa

ADVERTISING SALES REP WITH INSIDE-OUTSIDE TALENTS

Well established publication is rebuilding advertising sales, research and promotion program. We need a competent man to assist Advertising Manager on special projects and handle office routine, correspondence, etc. After suitable interval, this man should develop to the point where he can sell and service accounts in Chicago area and Midwest. Prefer man with previous advertising experience, preferably with publication or in graphic arts. The man we picture is 25 to 35, has had two or more years of college, and he is looking for a solid connection with growth potential. Salary open, depending on experience and ability. Office in North Shore suburb. Excellent working conditions and community environment. Chance to prove yourself in a newly created position. Send full information and sell yourself in your first letter.

Write: P. O. Box 9317 Chicago, Ill.

WANTED ACCOUNT EXECUTIVE FOR MIDWEST ADVERTISING AGENCY

Senior Vice President of a fast growing agency ($10,000,000 now) needs an A/E assistant. Must be a topnotch advertising and merchandising man. Knowledge of building, heating, air conditioning or appliance marketing preferred.

If you would like to live and work in a pleasant community outside of a large metropolitan city—to join a young, vigorous, employee owned agency, write giving full details including background and salary requirements. Your letter and following interview will be in strict confidence.

Box 3591, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ASSISTANT

Dynamic agricultural chemicals manufacturer wants assistant in advertising department. Basic background in agriculture and ability to write qualifies. Western New York location. Age 21-29. Reply to

Box 3618, ADVERTISING AGE
630 Third Ave., New York 17, New York

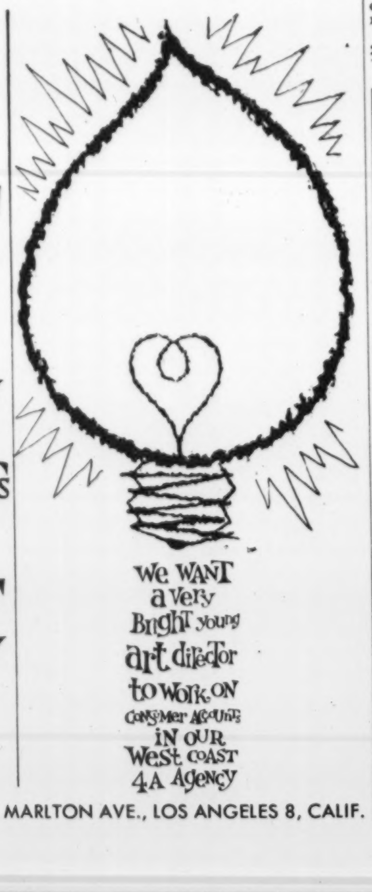
ADVERTISING SPACE SALES

Opportunity for young man in twenties to represent midwest territory for international business publisher. Chicago office. Must be aggressive and able to compose own hard-hitting follow up letters. Basic knowledge of advertising helpful. Salary and incentive arrangement commensurate with qualifications. Expenses. Write giving full particulars. Do not call. Send replies to: Advertising Sales Manager, **OFFICIAL AIRLINE GUIDE, 139 N. Clark St., Chicago 2, Illinois.**

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

We WANT
a very
Bright young
copywriter
to work on
consumer accounts
in our
West coast
4A Agency



BOX 150, ADVERTISING AGE, 4041 MARLTON AVE., LOS ANGELES 8, CALIF.

HELP WANTED

SPACE SALESMEN NEEDED

Top industrial magazine requires experienced salesmen for New York and Chicago areas. Immediate golden opportunity. Phone for interview.

New York: OXford 7-2667
Chicago: WAbash 2-7822

POSITIONS WANTED

PUBLIC RELATIONS ADVERTISING SALES PROMOTION EDITING
Industrial, consumer experience. Technical background, 30, B.S. Public Rel. Seeks responsible position N.E. States

Box 3589, ADVERTISING AGE
630 Third ave., New York 17, New York

FREE LANCE ART DIRECTION & DESIGN

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials? Contact—

T. J. McLOUGHLIN MI 2-3655
619 N. Michigan Ave. Chicago 11, Ill.

SALES PROMOTION-MERCHANDISING

6½ years of Food Merchandising and chain store management experience. Presently ass't to Dir. of Merch. of national Food mfg. Age 30. B.S.

Box 3596, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LAYOUT ARTIST, perm. or free lance. Knows production, type. Chicago area.

Box 3597, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST-ART DIRECTOR creative and design abilities. College art educ. plus 10 yrs. graphic adv. exp. with major corps. Variety of styles for many media. Desire permanent position with established company.

Box 3598, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OFFERING: PACKAGING BACKGROUND, good knowledge food & supermarket fields. 8 yrs. exper. adv., promo., D. M., both users & distributors, major co. Age 34.
WANTED: Ad Manager or A.E. position East only.

Box 3601, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING MGR.—Seeks position with mfr. Creative, 15 yrs. experience, layouts copy, type, keyline, production of brochures, catalogs. Publicity, Buy printing.

Box 3602, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

1-MAN ART DEPARTMENT

Layout, Crisp Comps, Illustration, Lettering, Key-Line, Paste-Ups, Production.
Box 3512, Toledo 8, Ohio.

COPYWRITER, FREE-LANCE

Teenage Market specialist—merchandising, special promotions. But not limited! Versatile, experienced promotion writer.

Box 3603, ADVERTISING AGE
630 Third Ave., New York 17, New York

SEEKS KEY TO AGENCY WASHROOM

Via Radio—TV Copy Work. Creative Clge. Humorist desires break in agency work. 4 yr. exp. commcl. and clge. radio, copy.

Box 3604, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Versatile PR/Ad Man Available

Marketing man, 27, with 4 yrs. solid experience in publicity, sales pro., emp. comm. seeks challenging opportunity with industrial firm. BBA, pursuing MBA.

Box 3605, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREELANCE COPY AND IDEAS

Direct mail, catalogs, brochures for industrial, consumer, institutional. Fast, reasonable & experienced.

Box 3561, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Our 49th Year

MERCHANDISING EDITOR	$12,000
ACCOUNT EXECUTIVE, packaged goods experience	Open
LAYOUT ARTIST	6,500
RESEARCH MANAGER, technical	20,000
SALES PROMOTION ASSISTANT	7,000
COPYWRITER, TV experience	10,000
WOMEN'S EDITOR	7,000

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., Chicago, Ill.
Phone: CEntral 6-5353

AMAZING OPPORTUNITY FOR ACCOUNT EXECUTIVE OR ONE MAN AGENCY

HEAR OUR STORY!

We are looking for the Account Executive with billing who refuses to be "buried". While billing is important we are more concerned about the man than the billing. Become part of a team that is the success story of the Agency business. We want a man who can grab the ball and run . . . backed by the most spontaneous creative team he ever had the opportunity to grow with. Box 157, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

POSITIONS WANTED

MR. PUBLISHER

Circulation Director with years of experience in management, personnel relations and labor negotiations. He doesn't waste words. Forceful, dynamic, yet prudent and sound. Progressive, mature and profit minded. His authority of manner elicits cooperation and respect. I KNOW HIM VERY WELL. As a metropolitan newspaper executive I am prepared to supply further details about this man who is presently available. Contact me,

Box 3599, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES CONSCIOUS AD MAN

Management experience all phases industrial advertising, public relations, sales promotion. Knows how to create merchandising programs that concentrate ad power behind sales efforts. 11 year background makes this man excellent prospect for Ad Manager or Account Executive. Write

Box 3600, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXPERIENCE from both sides of the desk in advertising, merchandising, marketing, public relations. Plan, direct programs for hard goods lines.

Box 3606, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL COPYWRITER

Believe industrial readers are appealed to by fresh, inviting ideas, too. Some technical background, but specialist in translating gobbledygook into interesting prose. Permanent or free lance. Samples.

Box 3538, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS. Ten years' experience New York & London with major oil and chemical companies. Seeks executive P. R. post. Available now from present mid-west location.

Box 3607, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

I WANT TO SELL SPACE

Aggressive, young (29) man with creative agency background seeks space sales job in Chicago. College graduate. Married.

Box 3572, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION-AD MANAGER

Seeking better position. Several years experience in handling ad campaigns, direct mail programs, inquiry follow-up, production and purchase of printing, exhibits and sales meetings, communications and publicity. Experience in heating and farm equipment field. Prefer to locate in the east.

Box 3608, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRAFFIC/SERVICE MANAGER

Thinks for himself, 30, desires position with Chicago agency. Experienced in all agency departments.

Box 3609, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE FOOD SPECIALIST

For agency or mfg. Low minimum salary.

Box 3615, ADVERTISING AGE
630 Third Ave., New York 17, New York

INDUSTRIAL AD COPY—PROMOTION WRITER seeks challenging consumer and industrial copy position with agency. Young (27), married, and exp. Coll grad. Background: Ind. Adv., Newsp., Promotion, Feature Writer. Portfolio full of samples.

Box 3560, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WOMAN COPYWRITER—would like to build up weak account.

Box 3614, ADVERTISING AGE
630 Third Ave., New York 17, New York

MONEYMAKER FOR AGENCY or MANUFACTURER

Ability to research and analyze markets, convert into aggressive sales program, complete with sales tools, dynamic with sales confirmation. A powerful sales maker and leader. A good public speaker. Producer of highly creative ideas that sell . . . the ability to integrate ideas into effective business building campaigns. Solid background with manufacturer publishing and agency, heavy on building products marketing. Age 44, Chicago, will relocate for outstanding opportunity.

Box 160, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ASSISTANT

Here is an opportunity to participate in the national advertising program of Northern Paper Mills Division of Marathon, located in Green Bay, Wisconsin.

This position requires 3 to 5 years' experience in consumer advertising for a man who is preferably a college graduate with courses in advertising and marketing.

Apply in confidence to the Personnel Department.

MARATHON
A Division of
American Can Company
Menasha, Wisconsin

REPRESENTATIVES WANTED

Representatives wanted by one of the oldest manufacturers of Advertising Balloons. A quality line for the right man with established clientele in metropolitan areas.

Box 3610, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Excellent opportunity for thoroughly experienced reps. covering Ohio-Pittsburgh area. New England territory also available for two well known trade publications.

Box 3617, ADVERTISING AGE
630 Third Ave., New York 17, New York

ATTENTION CHICAGO AREA ACCOUNT EXECUTIVES

NOW ALSO represent The Creative Action Institute. University Accredited "Creative Thinking" training course. For those who qualify, a demonstration course at no charge is conducted at Chicago Fed. Adv. Club. **Telephone FR 2-4188 for application form.**

REPRESENTATIVES AVAILABLE

Chicago based publishers representative offers immediate coverage of Midwestern states.

Box 3563, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Two seasoned, highly experienced creative salesmen forming rep business to cover New York and Philadelphia areas. Successful background in top consumer industrial and trade publications.

Box 3571, ADVERTISING AGE
630 Third Ave., New York 17, New York

Chicago based, newly-formed publishers representative team offers immediate coverage. Solid pubg. background also allows us to counsel on sales, publishing and editorial problems.

Box 3611, ADVERTISING AGE
200 E. Illinois St., Chicago 11. Illinois

BUSINESS OPPORTUNITIES

A Publisher with a good sales and promotion staff can increase my well est. trade publications $100,000 volume to $500,000. Prefer sale of half interest. Will consider full sale.

Box 3616, ADVERTISING AGE
630 Third Ave., New York 17, New York

FOR SALE

BUSINESS PUBLICATION—in growing vertical market of the building trades. Gross sales for past two years increased 17%. Publication established over forty years—reasonable terms with $40,000 cash payment. Principals only.

Box 3612, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising manager experienced consumer, trade, business magazine space sales will consider partnership with publishers representative around New York. Traveling reps covering Northeast from Midwest may find attractive alternative. Publishers with no reps or unproductive reps invited to consider. Highest references. Active producer, Adequately financed. Open to any ideas that make sense.

Box 3613, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

ENGINEERS AT THEIR HOME ADDRESS
Over 100,000 Select by types. On Speedaumat Plates. Lowest rates. **DMR Advertising, 4617 Red Bank Rd., Cincinnati 27, O., BR 1-3200**

BIRCH
Personnel
Service,
Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

COPY GROUP HEAD PHARMACEUTICAL

We are looking for a top creative man to head up a copy group in our Chicago office. He should have at least 8-10 yrs. experience in medical advertising, be a skilled writer of both hard and soft sell, a good idea man and able to manage and direct personnel. He may be a copy chief now or a top writer ready to make that "step up". He will be given responsibility and rewarded accordingly by high salary, bonus and profit sharing. All replies strictly confidential. Write—do not phone—giving full details and salary requirements to

William Green, Copy Director
Jordan, Sieber & Corbett, Inc.
108 N. State St., Chicago 2, Ill.

WELL-SEASONED COPYWRITER

Worth his salt. Puts spice in copy. Cooks up rare ideas. May be just your dish. Buy this convenient economy size in high teens, use anywhere. Now chief copy cook in agency with monotonous menu. Send for tempting resume with all ingredients.

Box 152, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ATTENTION WEST COAST STUDIOS & AGENCIES

N. Y. Art Director seeks west coast connection as Studio Manager or Art Director. 15 yrs. of solid creativity, production know-how and business experience. Now partner in successful S.P. Co. Inquire only if you mean business. We'll talk dollars later.

Box 158, Advertising Age
630 Third Avenue, New York 17, N. Y.

ADVERTISING SALES

Outstanding career opportunity available New York and Chicago advertising sales staffs of leading consumer magazine. Proven sales ability and marketing know-how a must. Substantial salary and growth future. Write Box 159, Advertising Age, 630 Third Avenue, New York 17, New York.

A WOMAN'S WOMAN FOR PUBLIC RELATIONS

To be "feminine personality" for professional laundry industry. To help associate laundries present "feminine image." To select and train home counsellors on fabric care. No technical knowledge needed. No selling. Extensive travelling.
Must have ability to speak to groups, win confidence of women, and tell how professional laundry is their friend and ally. Might now be home ec editor, head of business women's club, or in public relations aimed at women.

Write or phone collect

Mr. Lanhan, SAratoga 7-4501
American Institute of Laundering
Joliet, Illinois

PUBLIC RELATIONS

Immediate opening with heavy equipment manufacturer for experienced writer 30 to 40 to handle company public relations work—heavy on publicity and correspondence. Must be skilled news writer with knowledge of newspaper, wire services, and trade magazines. Submit resume in first letter including samples of writing, salary desired. All replies held confidential. Send to:

Personnel Manager
R. G. LeTOURNEAU, INC.
P. O. Box 2307
Longview, Texas

If you are an

Advertising Writer

or . . . if you are experienced in P.R. (or news) writing . . .

You may be the man we're looking for to fill an opening in the public relations dept. of a major company in Chicago.
—This is a long-range opportunity for a versatile writer, 25-35, with professional experience . . .
—Degree in Journalism or English composition preferred.

Write us about yourself—an essay under 500 words—about your creative abilities, your professional background . . . your accomplishments.

BOX 153, ADVERTISING AGE
200 E. Illinois Street
Chicago 11, Illinois

WANTED

CREATIVE INDUSTRIAL WRITER

Well versed in plastics and chemicals who is looking for that "once-in-a-lifetime" . . . "out-of-a-rut" opportunity. We are a fair-sized Agency with more growth potential . . . more get up and go . . . looking for that imaginative writer who wants to flex his creative literary muscles at the stars and punch his way to the top. Box 156, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

PHOTO-ENGRAVING SALES

If you have been selling or can sell our quality product to quality buyers, we have an attractive proposition for you. We will do something for a man who can do something for us. Contact:

RELIABLE ETCHCRAFT CORP., CHGO.

SPACE SALESMEN

To represent a top quality promotion. We are looking for an experienced, aggressive man that likes to sell the finest in advertising space. Must be married, 28 to 45, high caliber and love to make money. Earnings around $1,500.00 month. Replies held in strict confidence. Several states open. **Crescent Advertising, 7735 Fenkell, Detroit 38, Michigan.**

WESTPORT, CONN. ESTATE $70,000

Majestic Colonial on 4½ high view acres. Complete privacy at end of road two minutes to town. 6 bedrms, 4 bths, rooms all large. House exudes refinement, quietly impressive.

ROBERT TAYLOR, Bkr.
CApital 7-8123

DRIVE AND KNOW-HOW FOR THE PUBLISHER WHO WANTS TO MAKE MORE MONEY!

Proven producer . . . Highly creative ideas that sell. Knows publishing, sales promotion, and production, with the ability to lead and spark editorial department. Develop market research . . . into aggressive integrated sales plans. Reputation as a creative salesman, with the ability as a **salesman-maker!** A leader for sales management, assist to/or publisher. Write or phone for resume or interview.

Box 161, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

WE EARN COMMISSIONS ONLY ON SPACE THAT IS SOLD AND COLLECTED! WE INVEST—YOU PROFIT!

Association of Publisher's Representatives
70 East 45 St.,
New York 17, N. Y.
85 members

APR

DON HARRIS NEEDS:

(**SPECIAL NOTE:** Don almost never uses "open" instead of a specific salary or range. He had to in the first listing below because the maximum will fit the man hired.)

CREATIVE DIRECTOR, mostly package-goods. ALL creative areas, even TV production. Wide-ranging conceiver, leader, administrator. Effective in client meetings ....OPEN

GROUP CREATIVE SUPERVISOR. Wide range of clients. Responsible for copy and art ....TO $25M

ACCOUNT EXECUTIVE, foods. A very sharp marketer, and promotional ....TO $20M+

MEDIA DIRECTOR, important midwest agency. All media $15M

PRODUCT MANAGER (2 or 3 products). Multi-product national advertiser, selling mostly through grocery stores $10-12M
(A "typo" makes necessary a re-run of this one.)

JUNIOR BRAND MANAGER. High-potential first-rater. Drug or grocery sales-merchandising, or field-exposure agency, experience. A fast open track for marketing-oriented man ....TO $8M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
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New College Annual Bows

A Man's Guide to Women's Colleges, a new annual publication with a controlled circulation of 200,000, will be published in September by Northeast Publishing Co., Cambridge, Mass. Cost of a b&w page is $1,950. Circulation will cover men's colleges in New England states and Pennsylvania.

Miller Names Kimball

Maurice A. Kimball Co., with offices in Los Angeles and San Francisco, has been named representative of Miller Publishing Co. The agency will represent *Feedstuffs, Croplife, Farm Store Merchandising, Feedlot* and *Professional Nursing Home.*

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Ever-Ready.
shaving brush
with holder!
only $4.95

AID TO SHAVER—*A.S.R. Products Corp., New York, will try boosting Ever-Ready shaving brush sales with this unit, including a wire stand that holds the brush to speed drying and prolong its life. Timed for Father's Day, the offer will be specially priced at $4.95.*

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New Brands Pour Oil on Un-Standard Waters

Jersey Company Alters Humble Setup to Invade Non-Esso Territories

By Denis Higgins

HOUSTON, April 12—Standard Oil Co. (New Jersey), now operating through its new subsidiary, Humble Oil & Refining Co. (Delaware), is rapidly moving ahead on an ad and marketing timetable calculated to burst geographic bonds that have previously hampered the company as a national advertiser.

Last month (AA, March 28) Humble announced its initial entry in a new marketing territory—Ohio—where it will compete directly with Standard Oil Co. (Ohio), among other gasoline marketers. While the company announced a program of service station "site development," it was learned that Humble plans to get its marketing wheels turning as soon as it can buy up some existing stations in the state.

And J. Woodson Ramsey, Humble's vp and marketing chief, told ADVERTISING AGE that the company plans "shortly" to test a number of products under a single brand name in national media.

The first major effort in this direction, Mr. Ramsey said, will be introduction of Jersey's Uniflo motor oil under the new Humble brand name in states outside its own Esso Standard territory. An ad campaign for the product has been set for kick-off in May, via color spreads in *Life, Look, The New Yorker, Reader's Digest* and *The Saturday Evening Post.*

■ Mr. Ramsey explained that Humble will not be used in Esso's 18-state marketing area because the Esso trade name "is too valuable to us." Use of the Humble unit will also keep Esso out of the marketing territory of Standard of Kentucky, a good customer for many of Jersey Standard's products.

Use of the Humble brand in all areas outside Esso's territory is significant in that it considerably simplifies Jersey's ad and marketing efforts.

Where once products like Uniflo were sold under the names of Jersey's five domestic affiliates in their respective marketing territories, Jersey can now market and advertise products under the Esso and Humble banners alone.

Jersey's marketing changeover is the result of a sweeping unification currently under way in the company. Last fall, Jersey announced a merger of its Texas subsidiary, Humble Oil & Refining Co., and the parent company. The merger, consummated in January, created a new company, incorporated in Delaware, Humble Oil & Refining Co., with headquarters in Houston. Jersey followed up creation of Humble by moving Esso Standard Oil Co. and Carter Oil Co. into the subsidiary as divisions. Two other affiliates, Oklahoma Oil Co. and Pate Oil Co., are to be combined under Humble "as soon as feasible."

■ Consolidation of Jersey's domestic operations under a single corporate roof has prompted speculation among oil men that the company aims eventually to market its gasoline and oil products nationally under a single brand name.

This has never been denied by Humble's management, which has confirmed that it is indeed shopping around for an effective brand name under which to market its products.

In the past, Jersey Standard—and other companies bearing the Standard name—have chafed under geographical boundaries prescribed by governmental trustbusters in 1911. Under those ground rules, each of the Standard companies in the Rockefeller trust were given specific territories in which to operate.

AMOCO
economy starts here...
AMOCO

DEATH TO EXPENSE—*American Oil Co., New York, will use 350 newspapers in eastern markets to boost the economy features of its Amoco gasoline without lead. Radio-tv commercials and outdoor will be used. Joseph Katz Co. is the agency.*

Since then, if any Standard company—such as Standard of Ohio, Standard of California or Jersey Standard itself—moves into competing territory using what courts have adjudged to be a Standard trademark or derivative (Esso, Sohio, etc.), the invader runs the risk of being slapped with a suit for trademark infringement.

■ While the geographic limits established by the 1911 consent decree rankle with various Standard oil men, they have not prevented companies from reaching out into new markets by other means.

Jersey Standard, for example, has invaded competing territory with complete impunity simply by buying up independent companies in the target area. In 1956, Jersey got a foothold in the Chicago and Wisconsin markets via acquisition of Pate and Oklahoma Oil. These have subsequently extended their activities into Indiana, Iowa and Kentucky.

And through another affiliate, Carter Oil Co., Jersey has successfully infiltrated previously *verboten* markets in the Northwest, including Washington and Oregon.

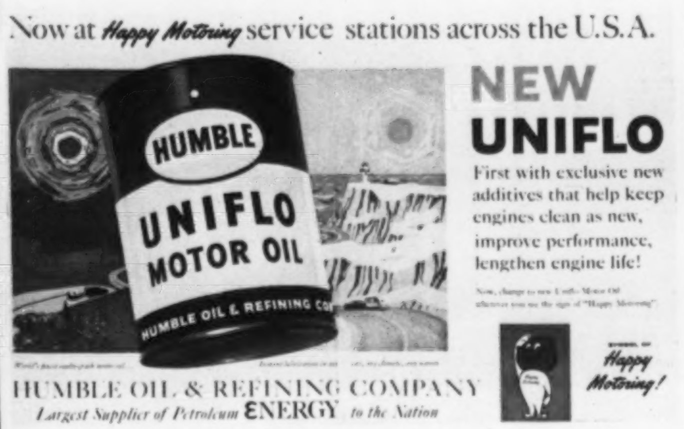
■ The big problem currently facing the new Humble management is a deceptively simple one: How can Humble market and advertise its products with maximum identification, while at the same time avoiding the pitfalls of trademark infringement? And how soon can the company attain its stated objective of one brand capable of being marketed and advertised on a national scale?

It seems likely—at this point, at least—that Humble will unify its efforts under a single brand name only in markets outside the Esso territory (18 states on the eastern seaboard and in the South).

Meantime, marketing boss Ram-

Where Five Standard Companies Market Gasoline in the U.S.

	NEW JERSEY					INDIANA			OHIO		KY	CALIF. CHEVRON BRAND			
	ESSO	CARTER	HUMBLE	OKLAHOMA	PATE	STANDARD	AMOCO	UTOCO	SOHIO	FLEETWING	STANDARD	WESTERN	CHEVRON	TEXAS	CALIFORNIA
ALABAMA							√				√				
ALASKA												√			
ARIZONA			√									√			
ARKANSAS	√						√								
CALIFORNIA												√			
COLORADO		√				√							√		
CONNECTICUT	√						√								√
DELAWARE	√						√								√
FLORIDA							√				√				
GEORGIA							√				√				
HAWAII												√			
IDAHO		√						√				√			
ILLINOIS				√		√									
INDIANA				√		√				√					
IOWA				√		√									
KANSAS						√									
KENTUCKY				√			√				√				
LOUISIANA	√						√								
MAINE	√						√								√
MARYLAND	√						√								√
MASSACHUSETTS	√						√								√
MICHIGAN				√		√				√					
MINNESOTA						√									
MISSISSIPPI							√					√			
MISSOURI						√									
MONTANA		√				√							√		
NEBRASKA		√				√							√		
NEVADA								√				√			
NEW HAMPSHIRE	√						√								√
NEW JERSEY	√						√								√
NEW MEXICO			√											√	
NEW YORK	√						√			√					√
NO. CAROLINA	√						√								
NORTH DAKOTA		√				√									
OHIO			√				√		√						
OKLAHOMA						√									
OREGON		√						√				√			
PENNSYLVANIA	√						√			√					√
RHODE ISLAND	√						√								√
SO. CAROLINA	√						√								
SOUTH DAKOTA		√				√							√		
TENNESSEE	√						√								
TEXAS			√				√							√	
UTAH		√						√				√			
VERMONT	√						√								√
VIRGINIA	√						√								√
WASHINGTON		√						√				√			
WEST VIRGINIA	√						√								√
WISCONSIN					√	√									
WYOMING		√				√							√		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Happy Motoring!
HUMBLE OIL & REFINING COMPANY
Largest Supplier of Petroleum ENERGY to the Nation

FIRST TIME—*Jersey Standard will market its Uniflo motor oil under just two brand names—Humble and Esso—for the first time starting in May. Spreads like this one will appear for Humble in all states outside Esso's 18-state marketing area while Esso will run identical ads in its own territory. Ads will appear in Life, Look, Reader's Digest, The New Yorker and The Saturday Evening Post. McCann-Erickson is the agency.*

sey told AA that the company is proceeding with plans to test several brand names in Humble's western and Midwest territories. But no matter what name is finally picked, it's almost a certainty hat the company will continue to use the familiar Esso oval to symbolize its family relationship with Jersey Standard.

One solution to the brand problem—although a remote one—is for Humble to follow the lead of some other major competitors and drop its Esso label completely, at he same time opening the way for its agency, McCann-Erickson, o advertise its products under a single brand name, coast-to-coast.

■ Socony Mobil, for example, demoted its widely-known "Flying Red Horse" to a minor position on ts emblem over a two-year period, beginning in 1956. The company accomplished the changeover by rtfully substituting—in its ads and n its service station signs—the familiar red horse with a new "Mobil shield," playing up Mobil and downgrading the horse symbol.

Another marketing metamorphosis was accomplished by Standard Oil of California, which parlayed a local California dealer trademark—the Chevron symbol —into a national trademark. Standard of California has also successfully invaded the East with s Calso label, later changed to Chevron.

California Standard's marketing operation is split into four components:

Standard's Western Operations nc. markets in Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah and Washington.

The California company's Chevron marketing division, markets in Colorado, Montana, Nebraska, South Dakota and Wyoming. Standard Oil Co. of Texas markets western Texas and New Mexico.

The California Oil Co. markets Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia nd the District of Columbia.

Any future plans for expansion e not at a point where the California company will discuss them.

Each of the marketing arms has s own agency: Standard's Western Operations uses Batten, Barn, Durstine & Osborn, San Francisco; Standard Oil Co. of Texas es White & Shuford, El Paso; he Chevron division uses Henerson, Bucknum & Co., Denver; e California Oil Co. uses BBDO, ew York.

Wherever possible all of the bsidiaries tie in with Western perations' ad programs.

While the trademark question ses an obstacle to Humble's future national advertising plans, Mr. Ramsey indicated that the problem is by no means insurmountable as far as the company's future marketing activities are concerned.

With its entry into Ohio, Humble and its divisions currently market on a extensive scale in 38 of the 50 states, excluding California, Nevada, Kansas, Missouri, Mississippi, Alabama, Georgia, Florida, Alaska and Hawaii. The company has only taken representation in Minnesota and Oklahoma.

The magazine campaign for Uniflo motor oil under the Humble banner may be the opening gun in a move to introduce the Humble name into these virgin areas.

■ Standard Oil of Indiana, which is also flirting with a plan to unify its service station signs around the country, has also had considerable success in by-passing the 1911 consent degree via the acquisition route.

Starting with its original marketing territory of 15 Midwest states, Standard of Indiana has subsequently — via acquisitions and mergers—extended its marketing operations to include all 48 states on the U.S. mainland. In three states—California, Arizona and New Mexico—it has no service stations, but markets other petroleum products.

In the twenties, the company acquired partial control of American Oil Co. Indiana Standard has since parlayed this into full control, and has extended Amoco's territory into a 28-state area covering the eastern seaboard, the South and Texas.

The company completed its 48-state coverage last year via acquiring 100% ownership of Utah Oil Refining Co. (Utoco), marketing in Washington, Oregon, Idaho, Nevada and Utah.

■ The other two Standard companies—Standard of Ohio and Standard of Kentucky—have remained rather stable in their marketing operations.

Sohio made an attempt to expand its Sohio trademark into Michigan in 1957, but Indiana Standard brought a trademark infringement suit. In 1958 the U.S. court of appeals upheld the Indiana company, and Sohio withdrew to its one-state marketing operation.

Standard of Ohio also sells Fleet-Wing gas to jobbers, who supply stations in Michigan, Indiana, New York and Pennsylvania.

Standard of Kentucky has for many years sold its Standard brand in Kentucky, Alabama, Georgia, Mississippi and Florida, and has shown no tendency to branch out through merger or acquisition. #

Florist Telegraph Seeks Quantitative Data in Media Test

(Continued from Page 2)

proximately equal with regard to past FTD sales records. No exceptionally good or exceptionally poor cities—from a sales standpoint—were selected.

The six-month test—now about half over—is designed to show "how much return in FTD sales the association gets for each dollar invested in a particular medium," Mr. Niefeld explained.

"When we find out which medium is best, we'll begin testing a media mix," he said.

Mr. Niefeld said past experience on the account has shown that all media help to boost sales, but that by experimentation the company and agency hope to find the most productive combination—including what percentage of the ad dollar should be used in each medium.

■ Keyes, Madden's current project is the second major research effort it has undertaken for FTD.

The first survey was done in the summer of 1958, a few months before the agency succeeded Grant Advertising on the account.

This research was designed to find out what kind of people order flowers by wire. Interviewers questioned a number of users and an equal number of non-users of FTD service (the non-users selected were neighbors of the users, so that the two groups would represent similar socio-economic backgrounds).

"We found that there were no differences between the two groups as to age, education, occupation, income or the other demographic chracteristics," Mr. Niefeld said. "So we decided to look for psychological differences."

The researchers used sentence completion and picture captioning tests to learn the personality traits of the FTD customers—to find out what they expected to "get out of" sending the flowers.

■ "We found the real reason was that the senders were trying to create an emotional impact upon someone else, more than trying to fill a *need* in the other person," Mr. Niefeld reported.

"Those who sent flowers were not necessarily the sentimental type who like flowers—they were more manipulative. Flowers are symbolic; they have no practical value. They transcend value, so to speak.

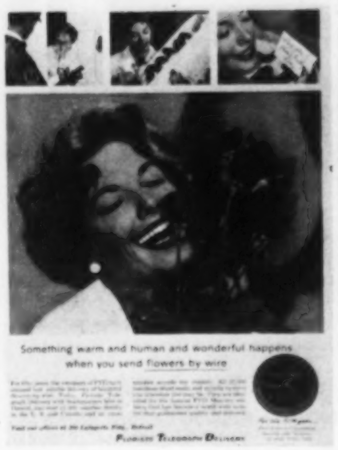
"From what we found, we suggested a change in the FTD advertising, to make the emotion of receiving flowers primary, and the flowers themselves secondary."

During the first twelve months the new campaign—featuring this concept—was in effect, FTD recorded an 11% increase in volume, the largest yearly increase in its history, KM&J said.

The agency also developed a way to transfer this emotional appeal from visual advertising to radio. The radio ads used music ("this is the sound of flowers") plus a short "story" of a woman receiving flowers.

■ "Each individual hearing the ad could visualize the emotion for himself," Mr. Niefeld said, adding that creating a mental image is often more satisfactory than having something shown to a person.

Radio ad results were so successful, he said, that FTD has been placing about 50% of its ad budget in that medium. The association also sponsored two NBC-TV opera telecasts.


Something warm and human and wonderful happens when you send flowers by wire
Florists' Telegraph Delivery

EMOTIONAL—*Keyes, Madden & Jones' discovery that the emotional effect of sending flowers is what motivates Florists' Telegraph Delivery Assn. customers, so ads like this magazine color page play up emotion and make the flowers secondary.*

Magazines are used generally three times a year—before Christmas, Easter and Mother's Day. A schedule of business magazines carries ads promoting FTD for congratulatory and thank you bouquets.

FTD, now in its 50th year, has some 11,000 members in the U. S. and Canada and spends between $1,500,000 and $2,000,000 annually for advertising. #

'Defamed' Electronics Manufacturer Sues Consumers Union

New York, April 12—A $150,000 damage suit has been filed against Consumers Union of U. S. Inc. by a loudspeaker manufacturer who claims that a December, 1958, "Consumer Reports" article concerning loudspeakers was "false and defamatory" and has injured the company's business.

Hartley Products Co., the plaintiff, said the Hartley loudspeaker received an "unacceptable" rating in the "Consumer Reports" article, but contends that the quality of a speaker is evaluated subjectively and not by "precise scientific measurement." Mitchell A. Cotter, technical division chief of CU's electronics division, is also a defendant.

The Hartley complaint, filed in Bronx County supreme court, includes a list of 80 dealers who are alleged to have stopped buying Hartley speakers since the article appeared, plus 39 dealers who have reduced their purchases. For loss of business, $50,000 damages are sought and $100,000 for loss of good will.

A spokesman for Consumers Union, Mount Vernon, commented: "We have put this matter in the hands of our attorneys and we will defend our case on its merits." #

Marsteller, Rickard Boosts 3

G. Bruce Richardson and G. P. Sutherland, account supervisors for Marsteller, Rickard, Gebhardt & Reed, have been named vps. Loy Magnani, associate art director of the agency, has been promoted to executive art director.

Fleming Joins Bates as VP

C. James Fleming Jr., exec vp at Compton Advertising until last fall, has joined Ted Bates & Co., New York, as vp in the agency's contact division.

Bruce Names Holmes

Bruce Publishing Co., St. Paul, has appointed Charles E. Holmes publication director of *Bulk Feed*. He joined the publication in 1959.

Thousands View Color TV in 17-Hour KMTV-RCA Promotion

Omaha, April 12—KMTV last weekend became the first tv station in history to program an entire day—17 hours from sign-on to sign-off—in color.

The special promotion was planned in cooperation with Radio Corp. of America and its distributor here, Sidles Co., to complement the seven hours of tint tv carried by NBC on April 10.

About 50 Omaha area RCA dealers were open from noon to midnight to exhibit the colorcasts. Each dealer reportedly attracted from 250 to 600 persons. Nearby Nebraska and Iowa dealers did even better, per capita, it was reported, with some 500 persons visiting dealers in smaller towns.

Gold's Department Store, Lincoln, rented a suite of hotel rooms, offered free refreshments and roses, moved in its entire line of color receivers and opened the doors to 800 viewers.

■ Sidles Co. arranged a rose bush premium offer for everyone who visited an RCA dealer's showroom. The $2.50 rose bushes sold for 49¢, and 4,500 of them were gone in the first few hours.

KMTV's 10 hours of color included religious programs, cartoons, adventure, news, wrestling, feature movies and seven live color studio productions.

The entire 17 hours was sold out, with RCA and Sidles sponsoring several of the shows. RCA's singing spokesman, Vaughn Monroe, arrived in Omaha 36 hours before the color sign-on and set the stage with personal appearances on KMTV, in downtown Omaha and at RCA dealers' showrooms. He also emceed some of the live specials. #

Ohliger Joins Hunt Foods as Advertising Manager

Fritz Ohliger has joined Hunt Foods & Industries, Fullerton, Cal., as advertising manager. Mr. Ohliger formerly was a vp and marketing supervisor of Leo Burnett Co., Chicago.

L. F. Ohliger

Whitney Drayton, Hunt vp, who since 1955 has been in charge of both Hunt's advertising and public relations programs, now will be devoting major attention to expanded activities in pr.

Deauville Launches Frosting With Newspaper Advertising

Deauville House Foods, Anaheim, Cal., will break advertising for its cake frosting the last week in April with 1,000-line ads in newspapers in Los Angeles, Orange and San Diego counties. Initial distribution will be in Southern California, with expansion to national planned on a market-by-market basis. The company will introduce refrigerated hors d' oeuvres about 90 days later.

The new company recently named Compton Advertising, Los Angeles, as its agency (AA, March 14). Robert Talpas, formerly marketing manager of the refrigerated foods division of General Mills, is president of the company.

Wexton Appoints Two

Wexton Co., New York, has appointed Edward Handman, formerly with Ellington & Co., copy chief. Wexton also has named Robert Enderlin, formerly with McCann-Erickson, traffic manager, a new post.

Anderson
Karpus
Fish
Crites

AD FORESIGHT—*Among those reviewing Canadian advertising in 1960-61 recently for General Mills' Betty Crocker baking mixes and cereals were Henry Karpus, vp and radio-tv director, E. W. Reynolds Ltd.; James S. Fish, vp and director of advertising, and Lowrey H. Crites, director of marketing, cereals, refrigerated and household products, of the U.S. parent company, and Hugh J. Anderson, advertising manager of the Canadian branch.*

Summer Again Is Re-run Time for TV Networks

(Continued from Page 1)

Dinah Shore's. Situation comedies, dramas and audience participation shows will be the summer pinch-hitters this year, probably because the variety shows seem to have lost some of their spice.

NBC Demurs

■ Possible exception to the re-run rule is NBC, where about seven new shows will make summer debuts, and at least five continuing series will present all or some original shows. Moving into the Sunday 8 p.m. time slot in place of "Sunday Showcase" will be a live color variety show on ice, which has not acquired any sponsors yet. Chevrolet, which traditionally has replaced vacationing Dinah Shore with a similar musical variety show, this year will ride along with an hour live suspense show, with Walter Slezak as host. Warner-Lambert and Toni will continue with the "Loretta Young Show," bringing some new programs and some repeats.

Plymouth, on the other hand, has dropped Steve Allen, and NBC will fill in its Monday 10 p.m. hour with a series of color specials, both live and re-runs. Breck has signed as co-sponsor of the first of this series, the "Margaret Bourke-White Story," set for June 13.

California Packing Corp. has signed a summer order starting in May for one-third of "Riverboat," which will be repeated in its 7:30 Monday slot, and one-third of "Laramie," which will be rerun in its Tuesday 7:30 period. Ford has canceled its expensive "Startime," and the 8:30 Tuesday period will be set with re-runs of "Wichita Town," unsold, and "Richard Diamond," half of which has been sold to P. Lorillard.

■ Lever Bros. and Speidel will continue with originals on "The Price Is Right" game Wednesday at 8:30. Kraft will follow this with two new half-hour films, "Happy," a situation comedy, and "Tate," a western, instead of the usual musical variety show, to replace Perry Como.

Block Drug Co. has signed a summer schedule as alternate-week sponsor of "People are Funny," beginning May 4. Glenbrook Labs carries the other half of the Art Linkletter show, which moved April 13 from Fridays at 7:30 to Wednesdays at 10:30, replacing "Wichita Town." Block Drug also carries alternate weeks of "Masquerade Party," which will continue Fridays at 9:30. The other half is unsold.

Bristol-Myers and R. J. Reynolds Tobacco, which sponsored "Staccato" in the Thursday 8:30 half-hour during the winter, have been carrying "Producers' choice" in that period since March 31. The series features re-runs of dramas formerly run on "Schlitz Playhouse" and "GE Playhouse." A replacement for Tennessee Ernie Ford has not been announced yet.

■ NBC has tagged two audience participation live shows for Friday. "Play Your Hunch," formerly a daytime show, will be run in the 7:30 slot, and the new "Head of the Class," with Gene Rayburn as emcee, will be colorcast at 8. Both shows are still without sponsorship, as is "Moment of Fear," a new live hour suspense drama. This color series has been set for 10, replacing the departing "Gillette Cavalcade of Sports" and "Phillies Jackpot Bowling."

A series of yet unsponsored "Project 20" repeats have been scheduled for the Saturday 9:30 period in the "World Wide 60" spot. Longines-Wittnauer will carry three "60" specials during April and May. Glenbrook Labs will continue its "Man from Interpol" series at 10:30.

CBS Re-Runs

Most of the sponsors at CBS will coast through the summer with replays of their winter series. Among the few exceptions are Ed Sullivan and "What's my Line?" which will continue with original shows each Sunday. Lever will fill the Jack Benny-George Gobel Sunday 10 p.m. spot with a yet-to-be-announced film show.

Whitehall will feature some original shows and some re-runs on the "Kate Smith Show" Mondays at 7:30. General Foods will replace Danny Thomas and Ann Sothern Mondays at 9 with two film dramas, not yet announced.

Starting July 5, CBS will replace vacationing Garry Moore with a new hour mystery detective series, "Diagnosis Homicide," but it has not yet been decided whether any of its sponsors—Kellogg, Pittsburgh Plate Glass, Polaroid and S. C. Johnson—will remain with the Tuesday 10 p.m. series. Pet Milk and S. C. Johnson will fill the preceding Red Skelton half hour with a film drama.

Wednesdays, "Be Our Guest" and "I've Got a Secret" will continue live programming, while the "U. S. Steel Hour" and its alternate, "Armstrong Circle Theater," will offer a some old-some new lineup.

■ Thursdays at 7:30 a film drama will take the place of "To Tell the Truth," which R. J. Reynolds and Helene Curtis will move to the 10 p.m. slot vacated by "Revlon Revue." Westinghouse will replace "Desilu Playhouse" Fridays at 9 with reruns of "I Love Lucy," followed by a pre-election series. "Person to Person" will mix some new shows with re-runs.

ABC Plans

At ABC, Procter & Gamble will sponsor the "Jeannie Carson Show," a situation comedy re-run series originally shown on CBS. "Jeannie" will run in the Thursday 9 p.m. half hour vacated by Pat Boone; his sponsor, Chevy, will use some of this money for participations in the "Alaskans," "Sugarfoot," "Bronco" and "Walt Disney Presents."

Mutual of Omaha will go off with "Keep Talking" April 26, leaving the Tuesday 10:30 time slot unfilled. Dutch Masters cigars will leave some time in June with Ernie Kovacs' "Take a Good Look," leaving ABC with the Thursday 10:30 spot to fill. Neither of these shows is on the fall schedule.

On Wednesdays "Music for a Spring Night" will become "Music for a Summer Night," and Thursday's "Steve Canyon" will be sustaining. Lawrence Welk, Dick Clark, "Jubilee U.S.A." and the Wednesday night fights will continue live programming, and "High Road" will carry some new shows.

■ Much of the new programming which will be offered this summer will be presented in the later evening hours, usually after 9 p.m., when the late sundown finally brings more families indoors. But for the most part viewers must be content with winter's leftovers.

As David Levy, NBC-TV vp in charge of programs and talent, puts it: "Repeats are frequently first exposures to many viewers. Substantial numbers of viewers who are invited to watch a repeat program are actually viewers who did not have—or did not use—the opportunity to see the first telecast of a program."

Anyone for tennis? #

Coffee Campaign Expanded

Pan-American Coffee Bureau, New York, will expand its "honest coffee" campaign both in space and in media this summer. Starting in June, *The Saturday Evening Post* will be added to *Life* and *Look*, the media currently scheduled. B&w pages will be scheduled at approximately monthly intervals in the three magazines to continue the promotion of the League of Honest Coffee Lovers and its crusade for a richer, full-flavored cup of coffee. During June, July and August, a facing single column will promote iced coffee. Batten, Barton, Durstine & Osborn, New York, is the agency.

Clissold Names Publishers

Clissold Publishing Co., Chicago, has appointed Walter N. Clissold, exec vp, publisher of *Hospital Management* and *Hotel Monthly* and Harold E. Snyder, vp and editorial director, publisher of *Baking Industry*.

CBS Tells Harris It Backs Proposed Broadcast Laws

(Continued from Page 1)

by a recent Federal Communications Commission notice requiring stations to identify all free records and other programming materials.

Earlier this week FCC members insisted the notice is required under existing law. They suggeste that Congress meet the problem by adopting new legislation allowing the commission to exempt "nominal" items from the disclosur rule.

■ The CBS approach pleased Rep Harris because it steered clear o lodging more authority in FCC. I proposed to meet the problem b changing the law so that no announcement is required unles some special "plug" or video emphasis is provided by the statio in exchange for the record or prop

The warm reception for CBS wa in contrast to the caustic commen on testimony by the National Assn of Broadcasters. Rep. Harris contended NAB was not cooperating and argued that the industry woul be better off if it would help draf a new law it can live with (*se "In Washington," Page 50*). #

MAX ERDWURM

New York, April 12—Max Erdwurm, 60, automotive advertisin manager of the *New York Time* died April 9 at Beekman-Downtown Hospital, which he entere suffering a coronary occlusion.

A native of Jersey City, N. J Mr. Erdwurm studied at City College of New York. He joined th automotive advertising staff of th *Times* in 1923. At various times h had charge of medical, liquor an tobacco advertising; in 1956 h was named automotive advertisin manager.

ROSALIND K. WALLACE

New York, April 12—Mrs. Rosalind K. Wallace, 39, a sociologi who had done special market r search projects for Benton Bowles and McCann-Erickson, die at Doctors Hospital here March as a result of an intestinal obstruction.

B+C

. . . means

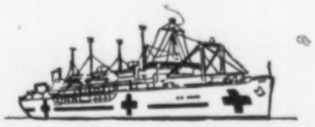
Bertsch + Cooper

. . . it also means

Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Century Schoolbook with Bold

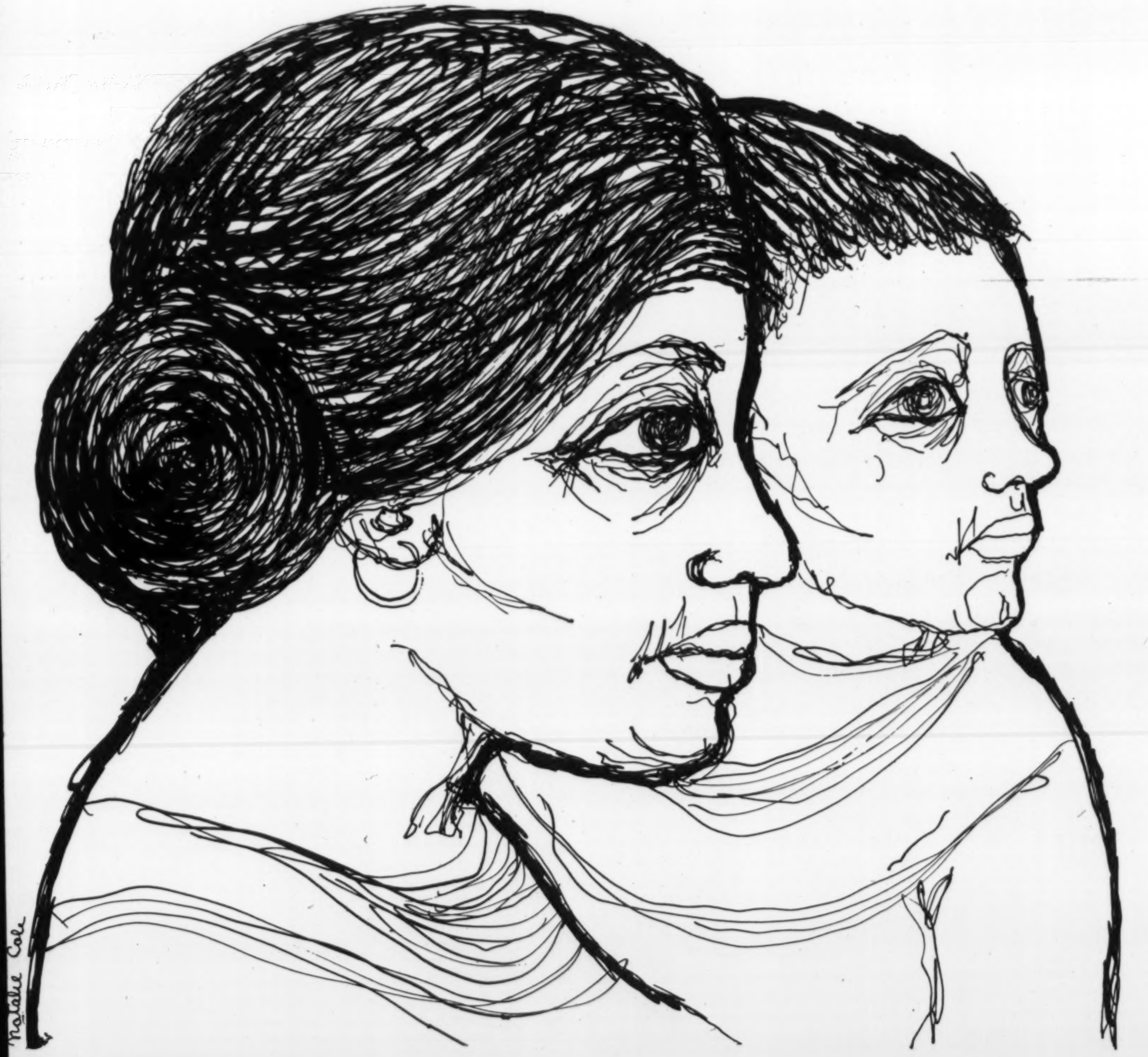
HOPE IS A SHIP...



and advertising helps bring it in

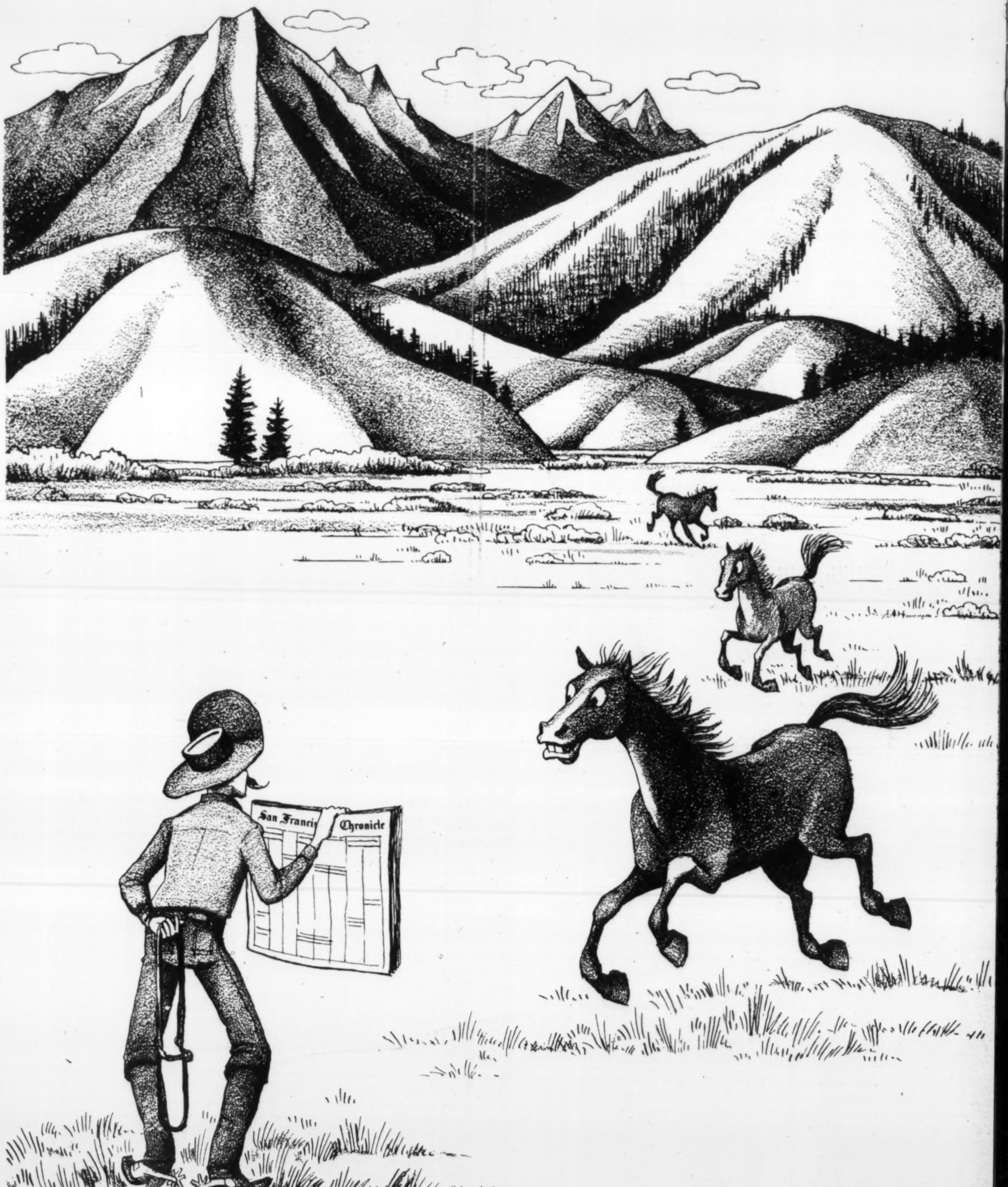
Advertising is going to benefit this Indonesian woman, though she may never read a line of it. For it's helping to send the S. S. HOPE her way. And this seaborne medical center means better health for her and her family, thanks to American medical knowledge, teaching personnel, and supplies it brings to the doctors, nurses and public health workers of her country.

The S. S. HOPE will travel wherever she is invited, manned and maintained entirely by voluntary contributions from Americans—a people to people project. It's advertising's part—through the Advertising Council—to bring in the dollars that will keep the S. S. HOPE afloat for the millions who need her. Just another reason to ask yourself: Proud of advertising? You should be.



ADVERTISING COUNCIL
PUBLIC SERVICE

THE CHRONICLE MEANS THE WEST


San Francis
Chronicle
BUEL

Represented by Sawyer Ferguson Walker